

# MODERN PACKAGING





# TIDY BOX PAPERS

Bring exquisite new  
creations, steadily  
strengthening the fash-  
ion and leadership that  
began with their origin.  
Designs that will appeal to  
the merchandiser who takes  
pride in the presentation of his  
products. ▲ ▲ ▲ ▲ ▲

We cooperate with box  
makers and buyers in  
the United States.

Write for this  
booklet. 28 full  
color designs.

AMERICA'S STANDARD FANCY PAPER • •  
EASTERN TERRITORY OPEN FOR REAL

FOR QUALITY MERCHANDISE  
LIVE WIRE PAPER JOBBER

## THE NELSON COMPANY

1326 West Washington Boulevard  
CHICAGO







**Properly packaged food products are being shipped to all known points of the world today --protected by KVP papers. Whether your product is one with an aroma or flavor to be maintained or guarded against foreign odors and tastes--or is wet, damp, dry, or greasy -- we have a protective paper for it.**

**Our modern, fully equipped research laboratory, in the hands of experts is at your service at all times to aid you in the selection of the proper protective wrapper for your product.**

**Kalamazoo Vegetable Parchment Co.**

**KALAMAZOO, MICHIGAN**

# MODERN PACKAGING

*For the Service of those Industries where Packaging is a Factor*

VOLUME 3

NOVEMBER, 1929

No. 3

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"*PACKAGES in the Spotlight*" is the title of a new department which makes its debut in this issue. Eight selected packages are reproduced. Some are new, others have been on the market for some time, but each incorporate some unusual feature.

*AN* extraordinary example of the packaging possibilities which can be realized with a prosaic, staple commodity is reproduced in color, through the courtesy of the Arabol Manufacturing Co. on the front cover. The Arabol package has also been selected as "The Package of the Month."

*A* popular idea applied to a "combination" package will be featured in the December issue. The grouping combines confectionery and a book in an attractive gift package.

**BRESKIN & CHARLTON  
PUBLISHING CORPORATION**  
11 Park Place, New York, N. Y.

Publishers also of "Packaging Catalog"  
and "Modern Boxmaking"

Telephone: Barclay 0882-0883

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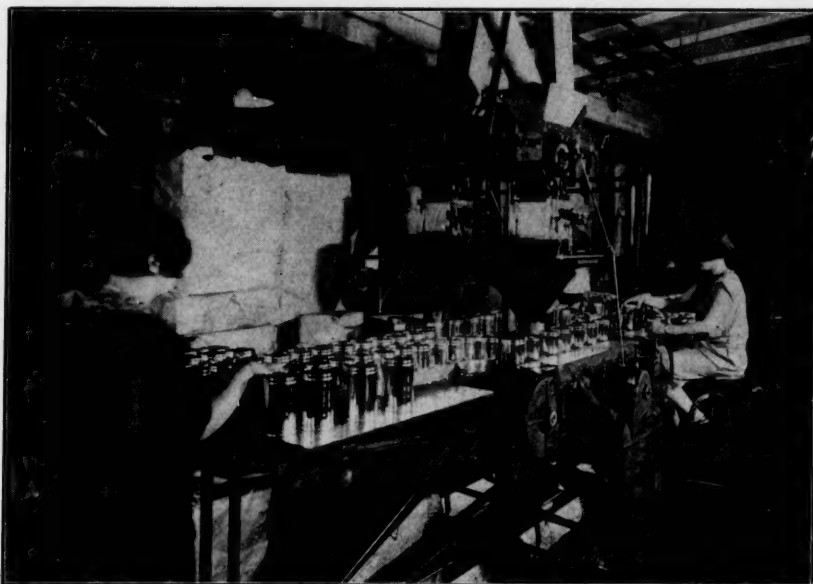
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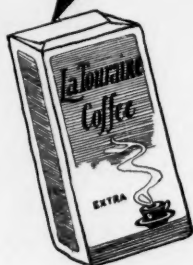
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# When "La Touraine"..... *was first packed in bags!!!*



*This is our latest  
type of automatic  
Net Weigher. Ask  
for complete  
description.*



**C**HANGING conditions mean frequently changing demands on packaging equipment. In a comparatively short time, one famous brand of coffee has shifted from bulk, to bags, to cartons, and now to cans!

From the very beginning, none but National Packaging Machines have been used to put up La Touraine Coffee. This model MS Straight Line Twin Net Weigher (60 per minute) is one of four machines in three plants of the W. S. Quinby Company.

*Adaptability* is the vital factor in your packaging equipment. New products, new packages, new problems demand machines that can be easily adapted to any changing condition.

Why not apply the same saving and efficiency to your own packaging by telling us your problems today?



**NATIONAL PACKAGING MACHINERY CO.**

477 WATERTOWN ST., Newtonville, BOSTON, MASS.

---



## *"Very Well Fitted for performing the work required of it..."*



The Redington Type 15 Cartoning Machine shown above is cartoning 7 oz. bottles of "Sal-Hepatica," in the very interesting and efficient plant of the Bristol-Myers Co. at Hillside, N. J.

This machine replaces an older type because of its greater speed and other operating economies.

*writes*

Mr. WM. McL. BRISTOL, Jr.  
*Vice-President in charge of plant*

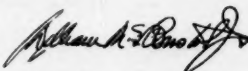
BRISTOL-MYERS  
COMPANY  
HILLSIDE, N. J.

*Makers of*

**"SAL-HEPATICA"**

(Mr. Bristol's Letter) "In giving you a report upon the operation of the cartoning machine you recently built for us for handling our medium size (7 oz.) Sal-Hepatica jars, we are glad to advise you that during the period in which it has been operating, the machine has been quite satisfactory . . . We feel that based upon its performance so far the machine gives every indication of being very well fitted for performing the work required of it.

"We are glad to extend to you or representatives of your company a cordial invitation to bring visitors to our plant to inspect the machine in operation at any time."



*Vice-President in charge of plant*

*(Send us a sample of your product. Challenge us to do for you what we have done for others in solving their packaging problems. Our Engineering Staff is at your disposal. No obligation.)*

# REDINGTON PACKAGING MACHINES

## *"Precision Engineered"*

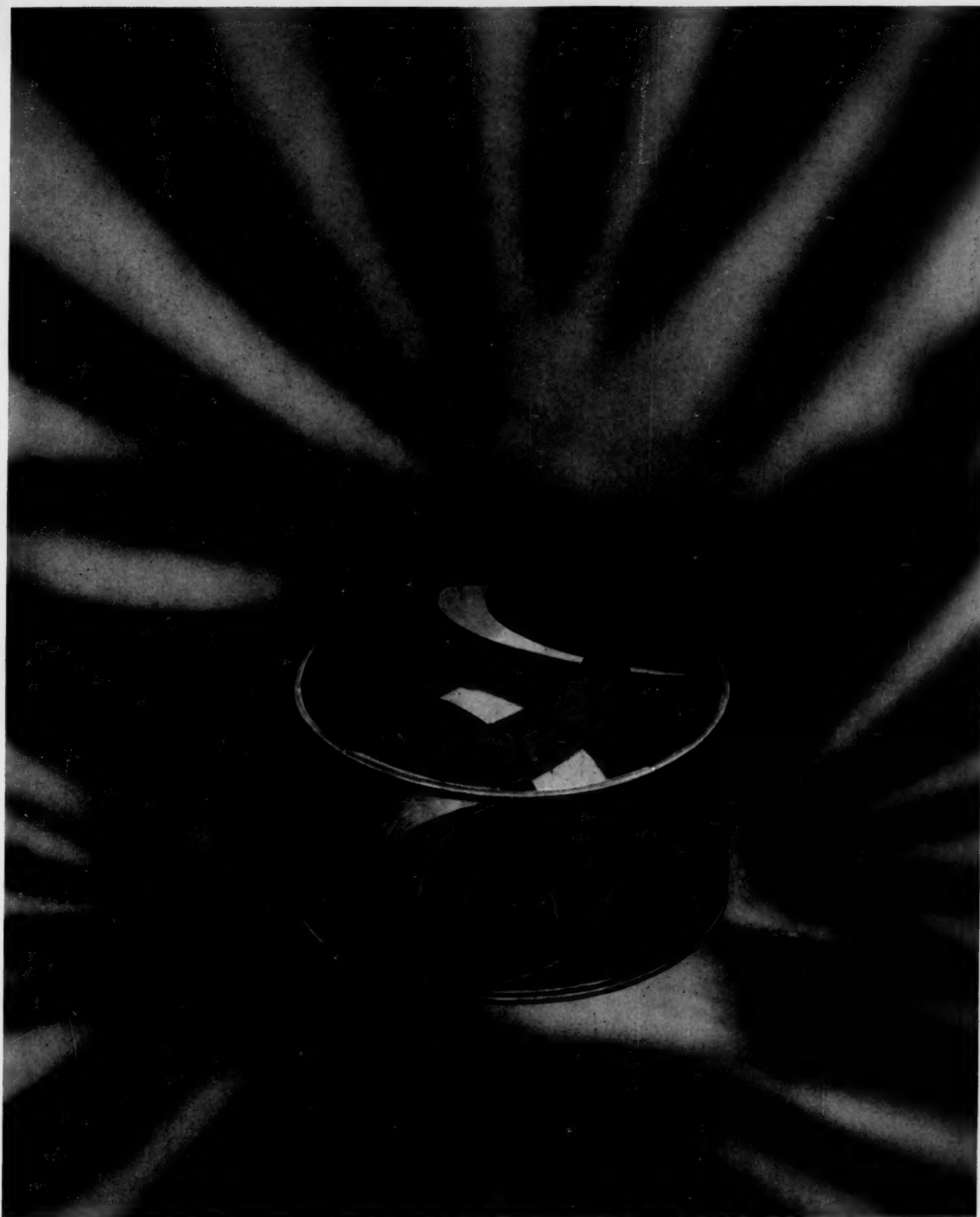
for Cartoning, Packaging



Labeling, Wrapping

F. B. REDINGTON CO. (Est. 1897), 110-112 South Sangamon St., CHICAGO, U. S. A.





CREATION—by Burt means bringing into being that which did not exist before  
for you, a distinctive container of charm and beauty.

Merchandise the Burt way and have no regrets.

F. N. BURT COMPANY, Ltd.  
Buffalo, N. Y.

*Manufacturers of Fine Set Up Boxes*

BURT DESIGNS and CREATIONS



VARIETY of conception—the keynote of the Burt Organization, gained during 35 years in preparing for market the best of America's products.

An inexpensive article can be packaged with the appearance of great value—inexpensively by Burt.


F. N. BURT COMPANY, Ltd.  
Buffalo, N. Y.

*Manufacturers of Fine Set Up Boxes*

BURT DESIGNS and CREATIONS

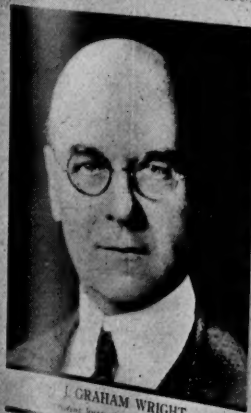
Prepared and printed by  
Service Department.

# ANSWER




ProductFirst Machine	Year	Total
LUX	1909	206
MORTON SALT	1924	54
CREAM OF WHEAT	1904	56
LEVER BROS.	1919	4
MORTON SALT CO.	1923	47
CREAM OF WHEAT CO.	1924	4
FINK, INC.	1926	187
KOTEX MFG. CO.	1908	115
BLACK FLAG CO.	1929	38
WRIGHT CO.	1929	1
CORN PROD. REF. CO.	1929	1
SUN-MAID RAISINS	1929	1
SALADA TEA CO.	1929	1

## AMERICAN LEADERS IN MASS PRODUCTION

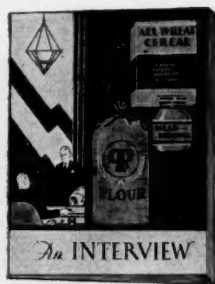


**J. GRAHAM WRIGHT**  
President, Pneumatic Scale Corp.

"When large mass production the keynote of modern business, packaging must be as speedy, thorough, and economical as possible. Packaging machinery has been an invaluable aid in this respect, and Pneumatic Machines have enabled us to make our packaging process one of the most efficient in our production class. Pneumatic Scale Machines have actually opened up new markets and new profits for us."



*"hands off"*  
... said necessity



For the manufacturer who is contemplating the purchase of packaging machinery we should be glad to send a copy of an unusual book, "An Interview." It answers, briefly, the questions that every man asks when he examines the qualifications of a concern that desires to work for him. Write on your business letterhead.

**HANDS** are too slow, hands waste too much, hands are not hygienic—hands off! So said America's leaders in mass production not many years ago when the package was first born, bringing with it the problem of how to fill, weigh and seal it at a speed to keep pace with volume.

Pneumatic gave the manufacturer mechanical hands... machines that did the job with greater than human speed and accuracy, and no human aid. Pneumatic invented and built the first carton packaging machines, and from that day to this its leadership has never been challenged. The great majority

of America's most famous products are now packaged by Pneumatic Machines.

Today, the Pneumatic Scale Corporation is the greatest name in the field of packaging machinery. As an organization it is the largest, most experienced of any of its kind. As a system... Pneumatic Machines are built on the basis of unit design that makes them equally helpful and adaptable to the large or small manufacturer.

**PNEUMATIC SCALE CORP., LTD.**  
NORFOLK DOWNS, MASS.

Branch offices in New York, 26 Cortland St.; San Francisco, 120 Market Street; Chicago, 360 North Michigan Avenue; Melbourne, Victoria; Sydney, N. S. W., and London, Eng.

# PNEUMATIC SCALE PACKAGING MACHINERY



**"We are extremely well pleased"**

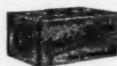
writes Marcus H. Kieffer,  
Vice President of Gude Brothers, Kieffer Co.

Regardless of what manufacturers may claim for the equipment they make, the real convincing statements come only from those who use it.

P. H. KIEFFER, President  
M. H. KIEFFER, Vice-President

ESTABLISHED 1891  
INCORPORATED 1904

F. G. GUDE, Secretary  
F. E. SCHNEIDER, Treasurer



**Gude Brothers, Kieffer Co.**  
WHOLESALE  
**Butter, Cheese and Eggs**



Representatives  
American Envelope-Tissue Paper Co.  
The Stein of America, New York  
Jas. Grossmiller, Baltimore

Cable Address "GUDSBUTTER" W. U. TELE. BENTLEY'S CODES

TELEPHONES  
WALKER

**19-21 Jay Street, New York.**

January 22, 1929.

The Automat Molding & Folding Co.,  
16-18-20 Broadway,  
Toledo, Ohio.

Gentlemen:

For over two years, we have been operating a four-in-one automatic wrapping and cartoning machine.

We are extremely pleased with the results of this machine, not only by the saving in labor, but in the extremely neat appearance of the package that it produces.

Very truly yours,

GUDE BROTHERS, KIEFFER CO.

*M. H. Kieffer*

MHK:RW.

VICE-PRESIDENT.

The services of our engineers are available to you without charge or obligation in solving your print room production and cost problems. Call on us for consultation at any time.

THE AUTOMAT MOLDING & FOLDING CO.  
TOLEDO, OHIO  
178 Chambers Street — New York City  
306 Calo Building — Los Angeles

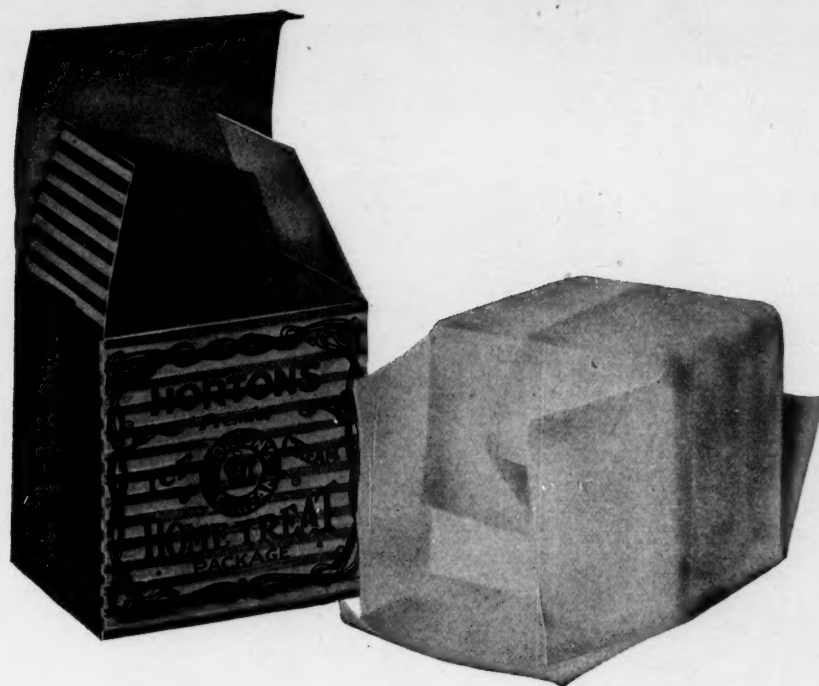
### An Automat Print Room

Lower photograph shows the Automat installation in the print room of the Gude Brothers, Kieffer Co. The Automat No. 5 printer is shown to the extreme left. Model F Automat Wrapping and Cartoning machine is shown in the foreground.



**AUTOMAT**  
PRINTING WRAPPING & CARTONING EQUIPMENT





*Horton lines this  
tempting brick with*

## **Paterson *Genuine* Vegetable Parchment**

**A**S a liner for brick ice cream, most leading manufacturers are today using Paterson *Genuine* Vegetable Parchment.

It is insoluble, peeling away cleanly from the cream.

It keeps out all dust, air, grease, contamination.

It protects the flavor perfectly, allowing no foreign odor to penetrate.

[ *Paterson Genuine Vegetable Parchment is the most widely used wrapper for moist food products. If you are concerned with packaging fresh foods, write for samples.* ]

## **Paterson Parchment Paper Company**

*Original Makers of Genuine Vegetable Parchment*

PASSAIC, NEW JERSEY

*Chicago*

*San Francisco*

November, 1929

7



## COLTON TUBE FILLERS

Choice of American Industry

**A** LIFETIME of service is built into Colton Tube Filling Machines—and because of this proven dependability Colton Machines are being used by an ever increasing number of collapsible tube users.

A list of Colton Machine users reads like a roster of the leading manufacturers of tooth paste, cold cream and other ingredients packed in collapsible tubes. It was only natu-

ral, therefore, that when Lambert Pharmacal Company decided to build a new plant at Jersey City, N. J., that Colton Tube Filling Equipment was selected.

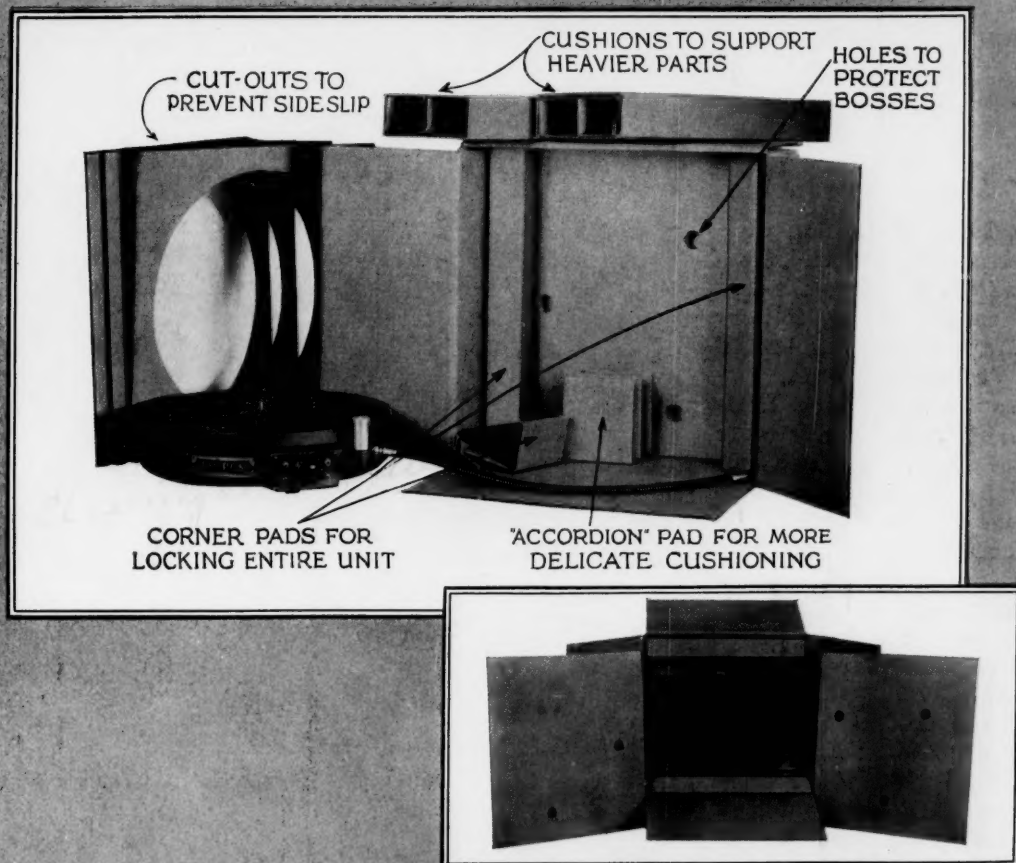
A new machine, which automatically fills, closes and clips over 100 tubes per minute, has been tried out thoroughly and is now in production.

### Arthur Colton Company

2604 East Jefferson Ave.,

Detroit, Mich.

# GAIR CORRUGATED SHIPPING CASES

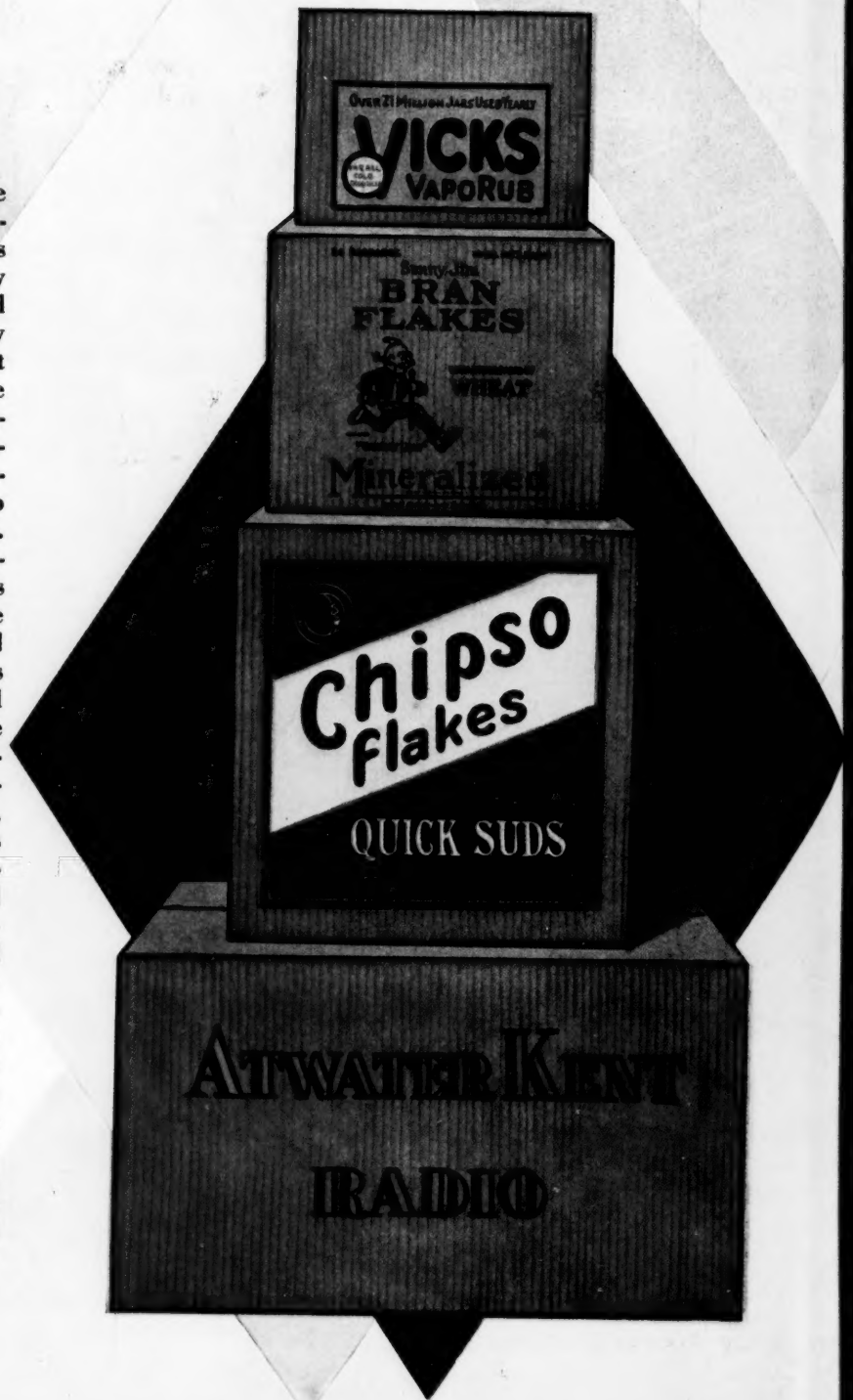


**T**here is something typical about the Gair Corrugated Case. This is due to the day in and day out continuous manufacture of the standardized Jute Liner and tough Oat Straw that goes into it. **¶** Matter-of-course details, such as the number of arches to the lineal foot, the weight per thousand square feet and the pressure test are controlled by well-known regulations—every honest Corrugated Case that has not undergone the devitalizing operation of cost-pinching and quality-clipping should conform with these regulations, as Gair Corrugated Cases do. **¶** With experience, it is possible to devise Corrugated Containers in which delicate, fragile articles are poised, kept in equilibrium, afloat between the walls, and free from vibratory shock. We share largely in that experience.

**ROBERT GAIR COMPANY**

# GAIR CORRUGATED SHIPPING CASES

**W**ith his gesticulating cane a professor whacked an untenanted wasp's nest into flinders in the course of his solitary woodland walk—so the legend goes. To him, the drab, gray particles looked like Kraft (Strong) Paper. They were incipient Kraft. ¶ Wood macerated by the industrious insects gave the clue to the chemical processes for making Pulp in its various forms and grades. Many substitute wood bi-products are used in making Liners for Corrugated Cases, but the Gair Tan-Brown Corrugated Cases have all the toughness and stability of the original Kraft. ¶ We like to serve the inquiring, particular and technically informed Buyer of Corrugated Cases. His criticism, suggestions and repeat orders are evidence of intimate confidence. He has Corrugated Case ideas of his own. We respect them and study them, and nine times out of ten bring in our Creative and Design Department to put maximum safety and economy into his Shipping Cases if there is a chance to do so. ¶ We also put sunshine into the color printing that is displayed on rugged boxes that resist the freight - handler's practical knocking about.



ROBERT GAIR COMPANY



D  
S



D  
ES



# McDonald Scores Again!



## The "SPOTTER" Labeling Listerine

**A**T the new plant of the Lambert Pharmacal Company, Jersey City, N. J., four McDonald "Spotter" Labelers are doing yeoman service.

Fitting into straightline production methods, as only McDonald Labelers do—this "Spotter" takes the filled bottle of Listerine—sensitive electric fingers feel for the raised lettering and rotate the bottle to the exact position to receive the label.

There are six types of McDonald Straightline Labelers to meet your requirements—whose labeling speeds range from 70 to 144 labeled units per minute—all operating at approximately the same machine speed of 70 per minute.

### McDonald Automatic Straightline Labelers and Corkers

Single

Double

The "Korker"

Single Duplex

Double Duplex

The "Spotter"

## McDONALD ENGINEERING CORP.

20 VARET ST.

BROOKLYN, N. Y.

LONDON: WINDSOR HOUSE, VICTORIA ST., S.W.I.

# COLOR MAKES / THE PACKAGE!



**G**AY plumage for your package—the primary note in customer attention—is an art with SEFTON. We pride ourselves on the accomplishments of our press hands—carton printing is as much an art as its “high hat” sister—process printing on highly coated paper.

*One of the arms of SEFTON service  
at your command.*

## SEFTON MFG. CORP.

59 East Madison Street  
CHICAGO, ILL.



BROOKLYN, NEW YORK  
ANDERSON, INDIANA





**C**ONSUMERS of tube packed products are the ultimate judges of their quality.

It is theirs to say whether or not this or that preparation shall become a part of the domestic scheme of things—and the container itself has a lot to do with their choice.

This is why so many nationally known manufacturers with millions of dollars invested in the development of brand preferences, elect to pack their products in Aluminum Collapsible Tubes.

Aluminum Collapsible Tubes offer a remarkable combination of strength, flexibility and lightness. They finish beautifully and print beautifully—faithfully reproducing trade marks and decorative designs in their full richness of color and effect.

Let us furnish proof and show you also how Aluminum Collapsible Tubes will reduce packing and shipping expense and minimize damage in transit.

**ALUMINUM COMPANY OF AMERICA**

2485 Oliver Building, Pittsburgh, Pa.

Offices in 19 Principal American Cities



**ALCOA**





**B**OTH the method of application and the material used contribute to the efficiency and convenience of R-O Aluminum Seals.

Alcoa Aluminum, a non-rusting, non-contaminating metal, is rolled, by a special machine, right into the threads, on the bottle neck. The result is a "tailor-made" cap, snugging the threads of each individual bottle, even though it may contain imperfections.

An hermetic seal that protects

the contents perfectly—and still may be removed with a slight twist, is the unvarying result.

Supreme convenience, combined with perfect protection and good looks, are qualities that may be counted upon. If color is desired R-O Seals take it beautifully.

Let us tell you more about R-O Seals and explain in detail the method by which they are applied.

ALUMINUM COMPANY OF AMERICA  
2429 Oliver Building, Pittsburgh, Pa.

Offices in 19 Principal American Cities

# **R<sup>OLLED</sup>O<sup>N</sup>** **ALUMINUM SEALS**





*Boxes Courtesy Karl Voss Corp.*

Pigment is to the artist and marble to the sculptor what  
**ROYAL SATIN BOARD** is to the creator of exquisite containers.  
 The character, grace and lasting beauty of the containers por-  
 trayed above is made possible because they are produced from  
**ROYAL SATIN BOARD.**

## THE BUTTERFIELD-BARRY COMPANY

*Sole Producers*

Buffalo District  
 MAURICE W. SIMON  
 BUFFALO, NEW YORK

174 Hudson St.,  
 NEW YORK, N. Y.



# An Individual Showcase for Your Package



**VISOWRAP** Waxed Paper is an insulator, preventing rapid temperature changes. It is sanitary and odorless. Properly sealed, it insures against pilferage. It is like a wall keeping out that which should be kept out and retaining that which should be retained.

It is essential that you use the proper type waxed paper to maintain the original quality and attractiveness of your products and package. Our many years of experience in manufacturing waxed papers and serving our many customers enables us to determine the best and most economical paper for you to use.

Also sole manufacturers of Kleer Wrap (Waxed Glas-sine), the transparent grease and moistureproof paper.

Write today for samples and complete information.



**CENTRAL WAXED PAPER COMPANY**  
5659 W. Taylor Street **CHICAGO, ILLINOIS**







DIS

ing

**PEARL PAPER**  
A KELLER-DORIAN PRODUCT

Eleven Colors  
Stocked in New York  
Stamped with Brighten Roll Leaf



**KELLER DORIAN**

110 fifth avenue, new york

THE DORIAN

A JOURNAL OF LITERATURE AND ART

EDITED BY

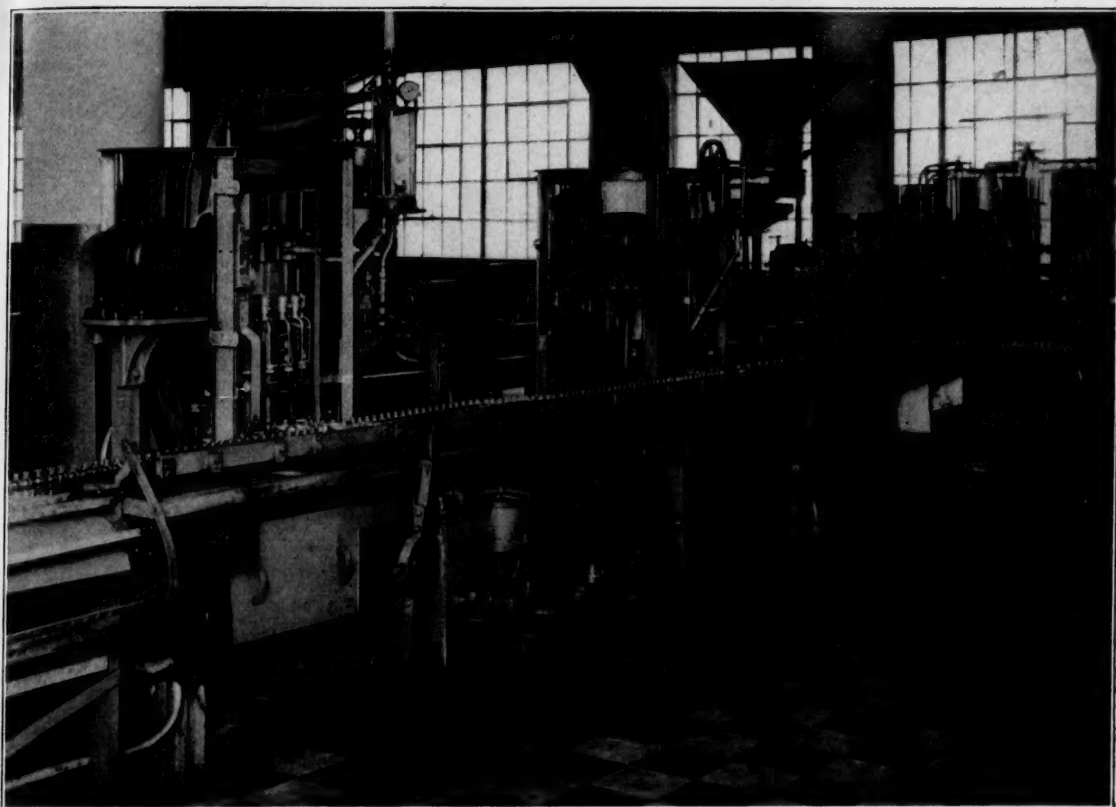
JOHN RUSSELL

100 N. 5TH ST. N. Y.



THE DORIAN

100 N. 5TH ST. N. Y.



## *S*ynchronized Equipment

**E**XTRAVAGANT claims for U. S. Bottlers Machinery Company equipment are unnecessary. Be it a filling machine, corker, or capper, once installed, the apparatus proves itself by results, by maintaining rigid production schedules, and by saving costs. It is this reputation for dependability that led Lambert Pharmacal Company, in building their Jersey City, N. J., plant, to select U. S. equipment.

The installation is composed of 4 Automatic Washers and Driers, 4 Automatic Rotary Vacuum Filling Machines and 4 Corking Machines, and all conveyors synchronizing, labeling and cartoning equipment. Each unit handling one size of Listerine bottle, but interchangeable for other sizes, and at a speed of 120 bottles per minute.

If yours is a liquid filling problem, there is a U. S. Bottlers Machine especially adapted for your needs. Being specialists, we can serve your special requirements.

**U. S. BOTTLERS MACHINERY CO.**

**BOTTLING & PACKAGING ENGINEERS**

**4015-4031 NO. ROCKWELL ST., CHICAGO**

# truth

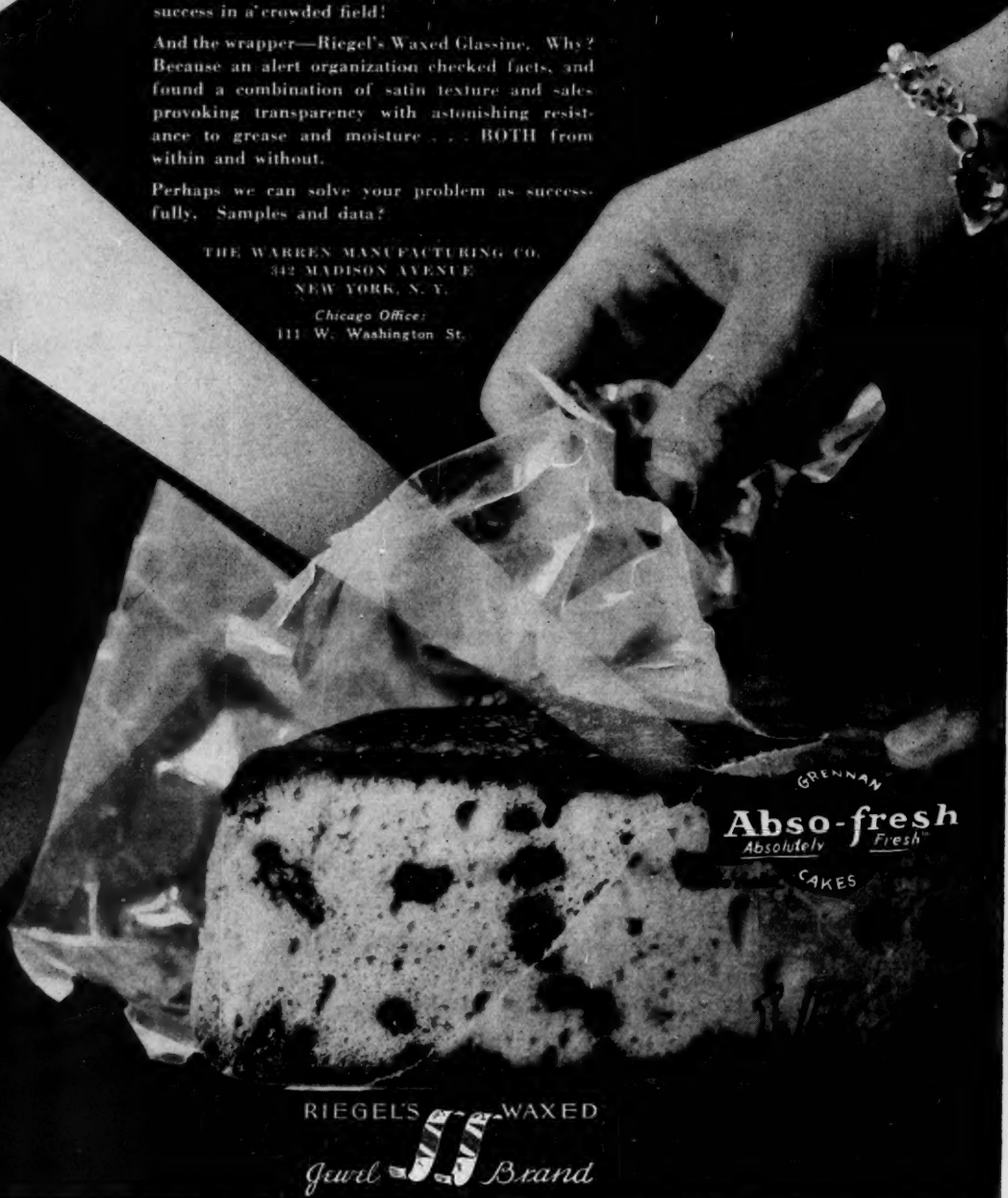
A manufacturer making freshness the key feature of his selling! Products that must meet the keenest kind of "display competition"! Quickly won success in a crowded field!

And the wrapper—Riegel's Waxed Glassine. Why? Because an alert organization checked facts, and found a combination of satin texture and sales provoking transparency with astonishing resistance to grease and moisture . . . BOTH from within and without.

Perhaps we can solve your problem as successfully. Samples and data?

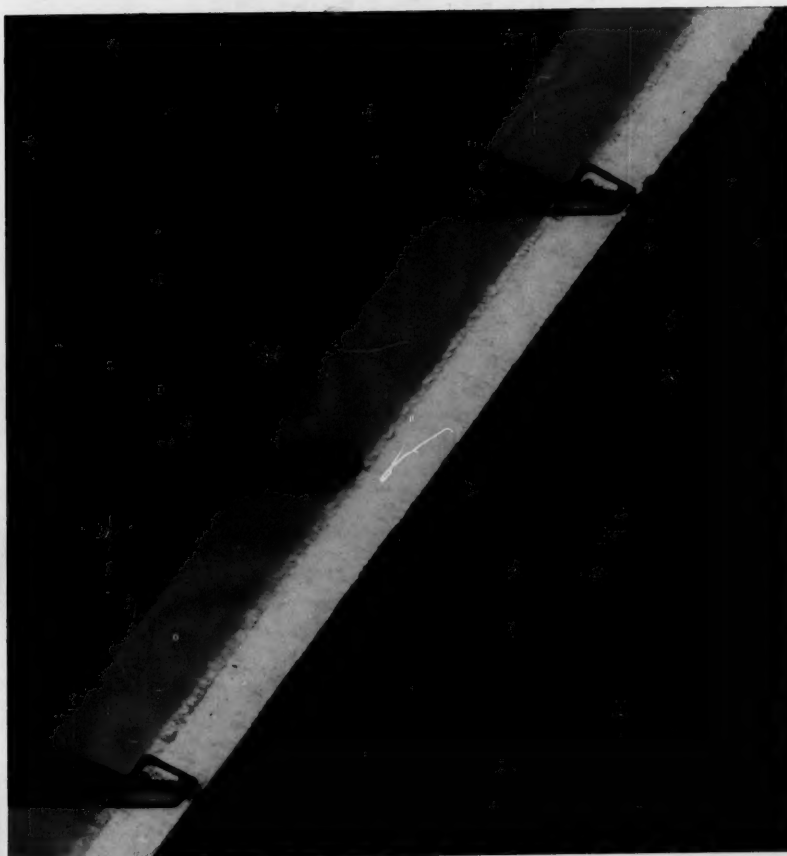
THE WARREN MANUFACTURING CO.  
342 MADISON AVENUE  
NEW YORK, N. Y.

Chicago Office:  
111 W. Washington St.



RIEDEL'S WAXED  
*Jewel Brand*





F-3010

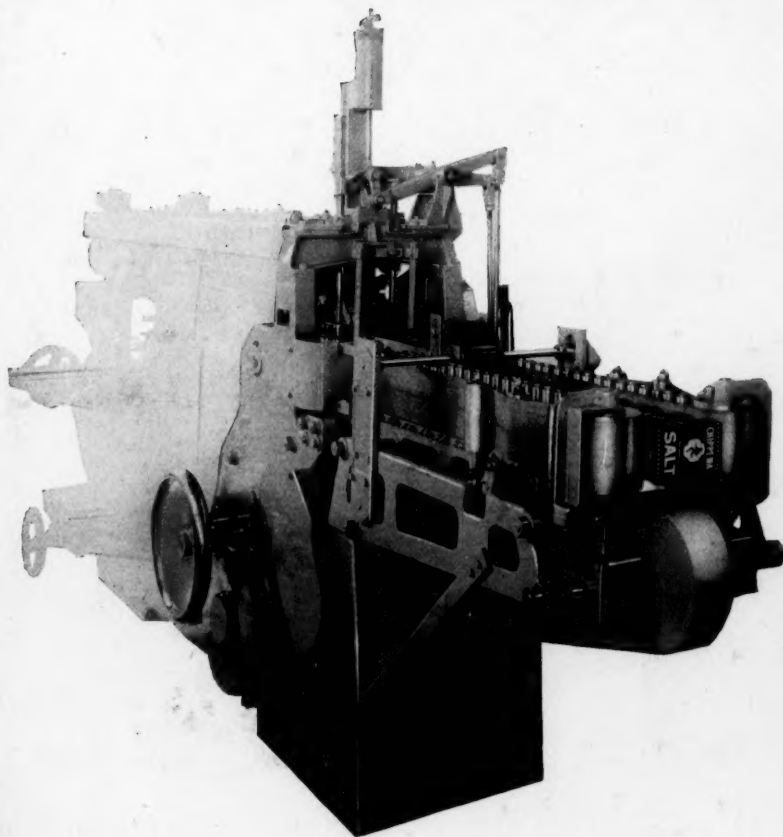
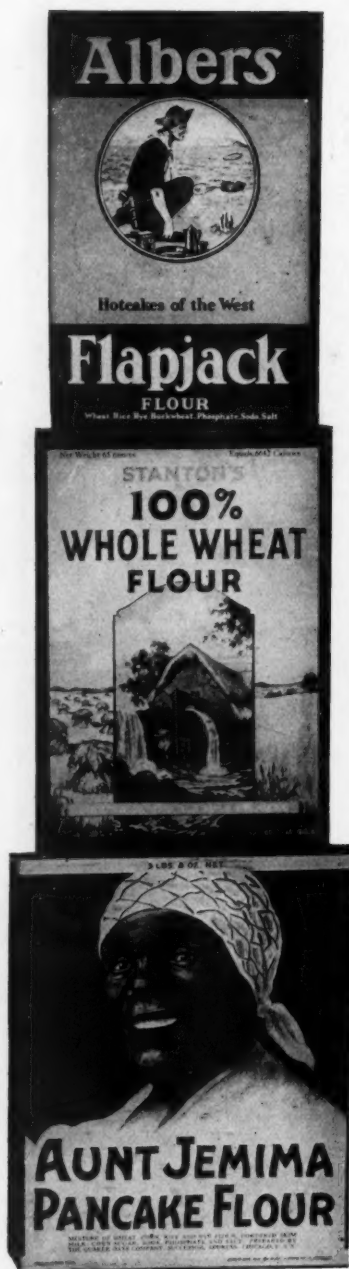
**T**HE skyscraper—grim majesty and strength—descending night softly suffusing its glorious color—the day is done in peace—another paper covering problem solved by a Whiting-Patterson product.

## **WHITING-PATTERSON CO., INC.**

New York and Philadelphia

Swigart Paper Co., Chicago    L. P. Cheever, Boston, Mass.  
 Walter J. Willoughby, Inc., San Francisco, Cal.  
 Springfield Glazed Paper Co., Chicago  
 The John Leslie Paper Co.    Nassau Paper Company  
 Minneapolis, Minn.    St. Paul, Minn.  
 Walter J. Willoughby, Inc., Seattle, Wash.  
 Paper Sales, Ltd.  
 Toronto, Canada

# Business and Pleasure— *it's being done!*



**T**HE wisecracks since the year one have been telling you that combining business and pleasure is impossible—

The S. & S. Tight Wrapper disproves this old axiom—its business is to produce a tight wrapped package better than the best—and to continue to deliver them from the business end as long as it is fed—it does.

The pleasure you receive from your increased sales—greater customer satisfaction—greater display per package—proves that business and pleasure can be combined.

**FILLING MACHINES  
CARTON SEALING MACHINES—WRAPPING MACHINES**

## STOKES & SMITH COMPANY PACKAGING MACHINERY

FRANKFORD, PHILADELPHIA, U. S. A.

LONDON OFFICE—23 GOSWELL RD.

1. 在《说文解字》中，「文」字被解释为「错画也，象交文」，即指交错、交叉的图形。

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THE UNIVERSITY OF CHICAGO

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# BOX POWER

The main reason for box or package coverings  
is to create sales of merchandise.

Specialty Papers by Dejonge give more than  
mere appearance to boxes; more than beautiful  
colors and unique designs. They give BOX  
POWER . . . . attention compelling selling  
power!

Send in the coupon below for the latest Dejonge  
sample book showing Specialty papers by  
Dejonge which assure BOX POWER.

NEW YORK



CHICAGO

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## LOUIS DEJONGE & Co.

### COUPON

Louis Dejonge and Company, Dept. C.,  
69 Duane Street, New York City.

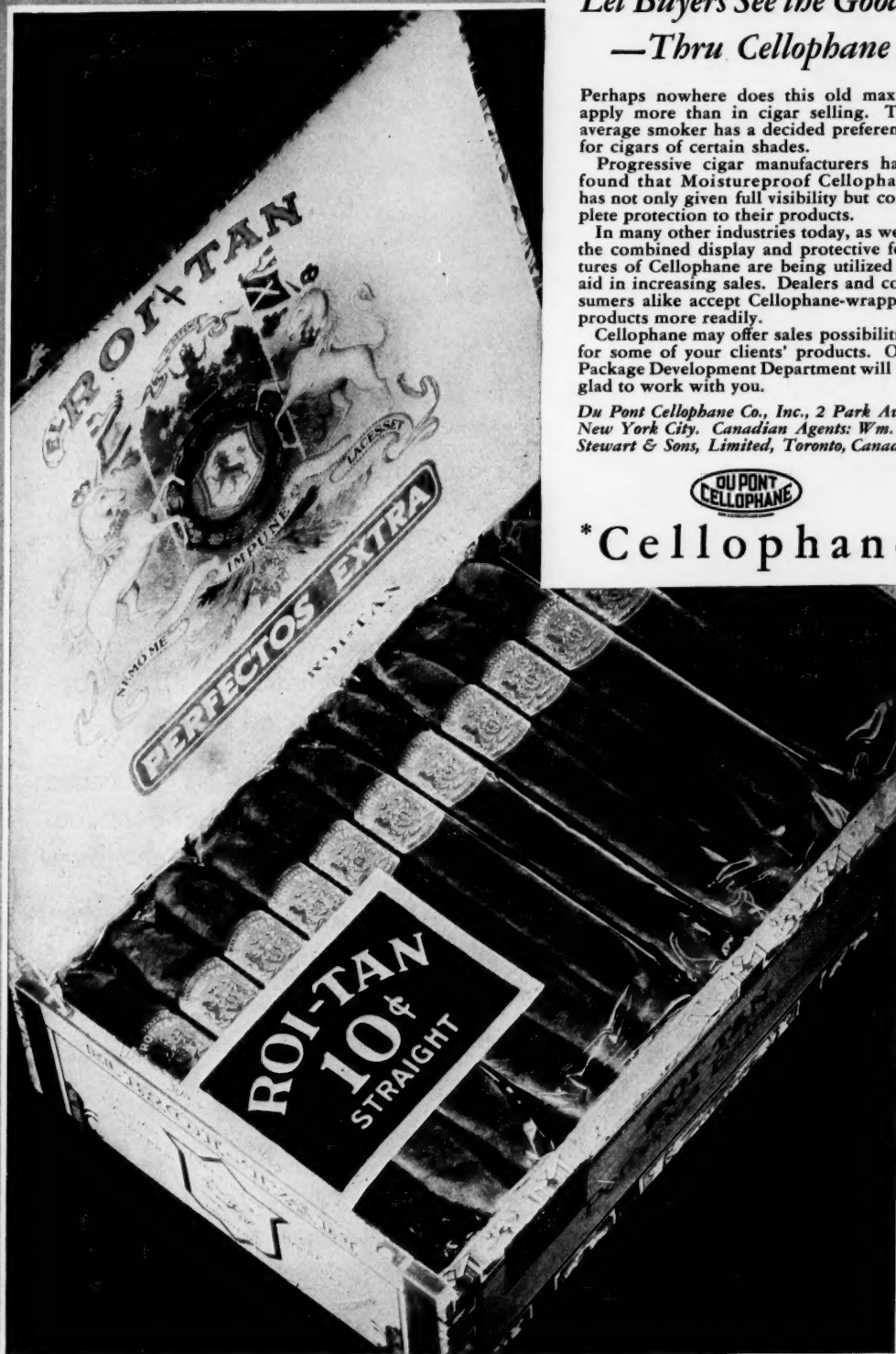
Kindly send me sample book No. 236

Name .....

Street .....

City .....

State .....



**"Let Buyers See the Goods"  
—Thru Cellophane**

Perhaps nowhere does this old maxim apply more than in cigar selling. The average smoker has a decided preference for cigars of certain shades.

Progressive cigar manufacturers have found that Moistureproof Cellophane has not only given full visibility but complete protection to their products.

In many other industries today, as well, the combined display and protective features of Cellophane are being utilized to aid in increasing sales. Dealers and consumers alike accept Cellophane-wrapped products more readily.

Cellophane may offer sales possibilities for some of your clients' products. Our Package Development Department will be glad to work with you.

Du Pont Cellophane Co., Inc., 2 Park Ave.,  
New York City. Canadian Agents: Wm. B.  
Stewart & Sons, Limited, Toronto, Canada.

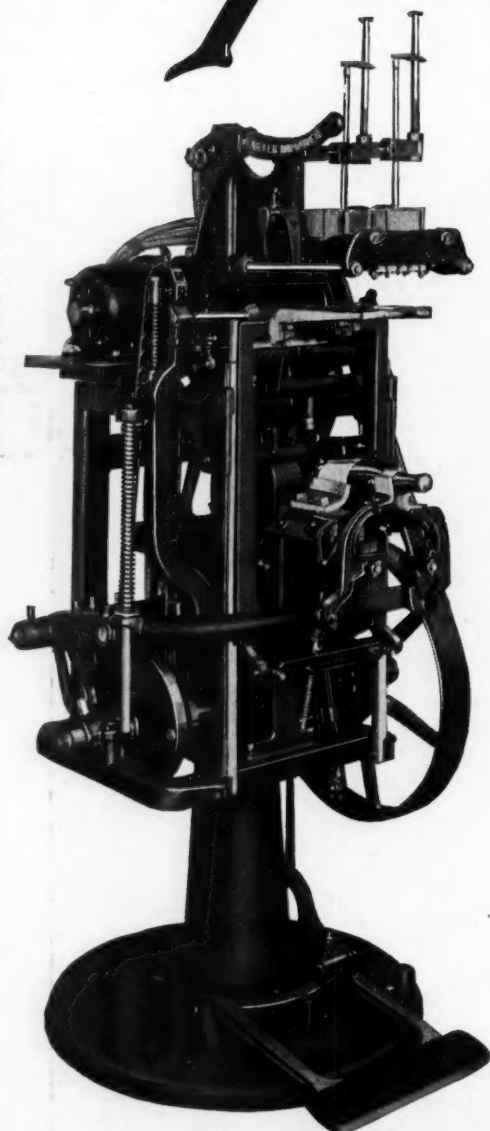


**\*Cellophane**

\*Cellophane is registered trademark of Du Pont Cellophane Company, Inc., to designate its transparent cellulose sheets and films, developed from pure wood pulp (not a by-product)



# Improved!



**T**HE improved WORLD LABELER satisfactorily gums the center of the labels as well as the edges. This is a very important feature where flat bottles are used.

**S**MOOTH-RUNNING because the machine has been designed with large bearing surfaces and properly balanced parts.

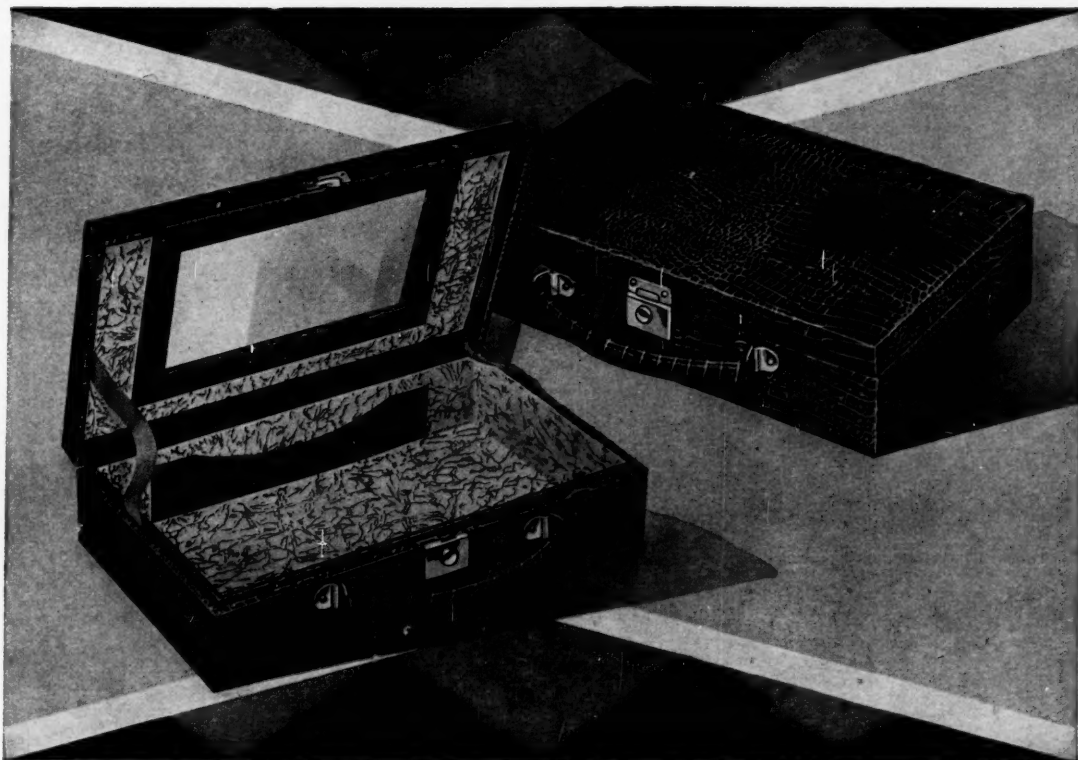
**L**ONG-LIVED because made of the best materials that money can buy.

Economic Machinery Co.  
Worcester, Mass.



Hope to see you at Atlantic City, November 11-15.

# World Labeler



**This package is designed for use as a set box for Toilet articles, etc., and can be used as an overnight bag when empty.**

**Put your packaging problems up to us, one of our experts can solve them.**



**W.C. RITCHIE & COMPANY**

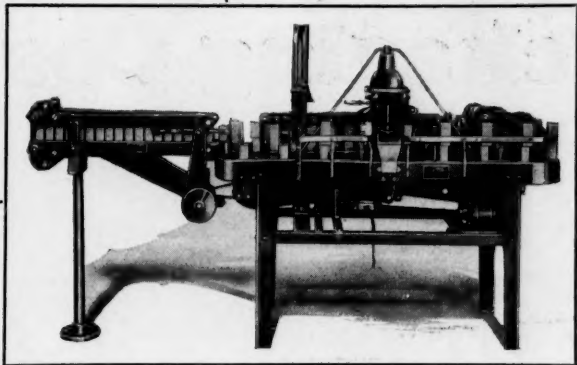
**831 West Van Buren St., Chicago, Ill.**



We make all types of Cans including a good many specials that were designed in our factory. We may be able to improve your package. Why not try us?

# W.C. RITCHIE & COMPANY

831 West Van Buren St., Chicago, Ill.



## Small Manufacturers Profit By NEW MODEL 8 FERGUSON MACHINE

Now the smaller manufacturers can get the increased production and efficiency that always come with the installation of a Ferguson Carton Sealing and Filling Machine.

For the new "Model 8," embodying the outstanding features of regular size Ferguson machines, is smaller and sells at a popular price. Formerly, such a machine was within the price range possible only to larger concerns. It was made in response to the demands of big manufacturers for packaging their samples. Compact, requiring only 26' by 9 ft. floor space, it produces up to 50 packages per minute.

Write for particulars. Ask to consult a Ferguson engineer who will show you, free, how a Ferguson machine can improve your package, broaden your market. Catalog free.

*Ask to consult with a Ferguson Engineer*

**J. L. Ferguson Company**  
JOLIET - - - ILLINOIS  
— ST. LOUIS — NEW YORK — LOS ANGELES — 



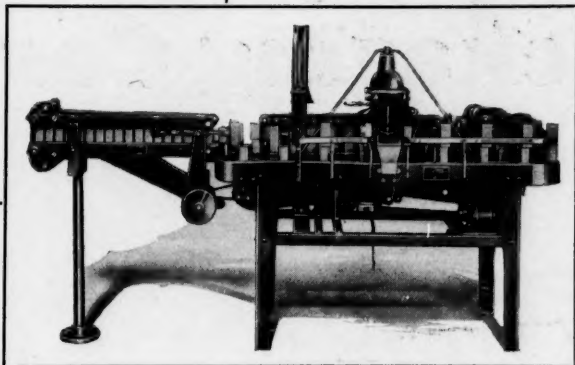


**We make all types of Cans including a good many specials that were designed in our factory. We may be able to improve your package. Why not try us?**

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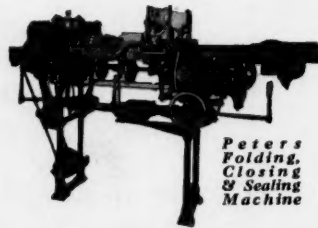
*Ask to consult with a Ferguson Engineer*

**J·L·Ferguson Company**  
JOLIET — ILLINOIS  
— ST. LOUIS — NEW YORK — LOS ANGELES — **JFo**

# Striking Cuts in Packaging Costs



**P**ETERS machinery—for forming and lining—folding, closing and sealing cartons—will enable you to reduce your packaging cost below any forecast of yours.

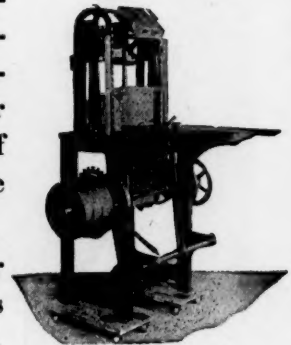


*Peters  
Folding,  
Closing  
& Sealing  
Machine*

Their utter simplicity of operation and negligible upkeep insures continuous operation.

Peters Produced Packages are sanitary—four square and of impeccable appearance.

Ask for a Peters Engineer.



*Peters Carton Forming and Lining Machine*



**PETERS MACHINERY COMPANY**

GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE


CHICAGO.U.S.A





There's pride in ownership  
of boxes made with

## PERFECTION BOX COVERINGS

HEY DELIGHT the eye and create sales—all without extravagance in cost. ¶ Hundreds of new motifs and color combinations to choose from for immediate shipment. ¶ Special and exclusive designs can be supplied in suitable quantities.

¶ *Use Our Sample Service Freely* ¶

### Royal Card & Paper Co.

*Manufacturers of Decorative Papers*

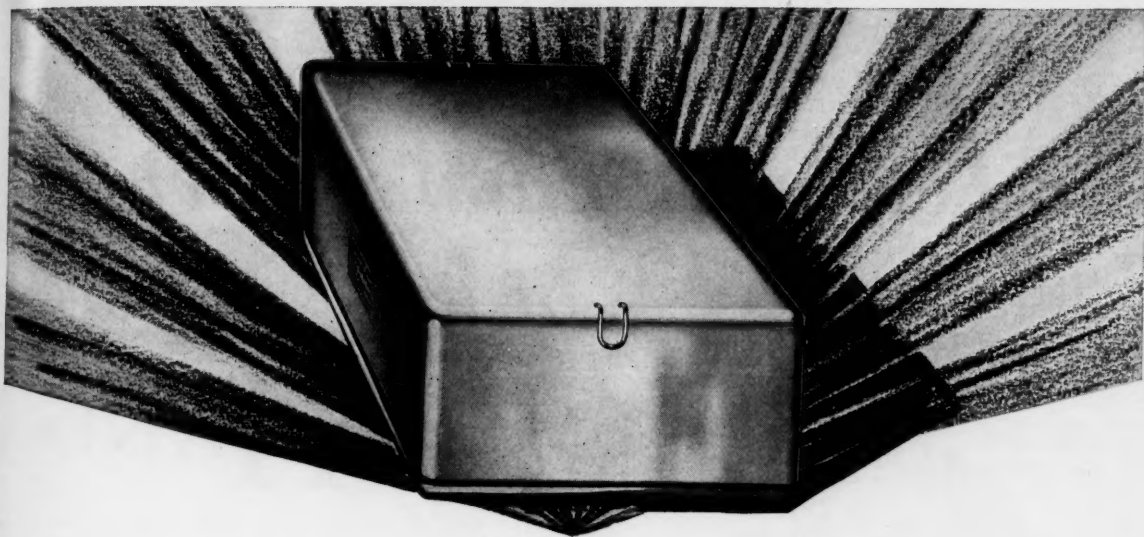
**Eleventh Avenue & 25th Street  
New York, N. Y.**

¶ THIS SPECIMEN IS SERIES 207-A WHITE BASE ¶  
*Available in this and four other color combinations*









## *For CORRECT Mail Packaging*

**H**OW satisfied are you that the goods you ship by mail reach their destination in first-class condition in containers that do justice to their contents?

How much of a study have you made of the time and materials it takes to package your goods by the present method?

As **Package Counsellors** we have been throwing light on these

interesting questions for hundreds of industries, effecting economies, increasing safety and speed in delivery, and getting other results of unquestionable value.

The many types of **Mason Modern Mailers**, of which the one shown above is an excellent example, are illustrated and priced in an attractive catalog. Your copy will be gladly sent on request.

*Special counsel in regard to correct postal shipping given without obligation on your part*

**Mason**  
**Modern Mailers**  
The Mason Box Company, Attleboro Falls, Mass.

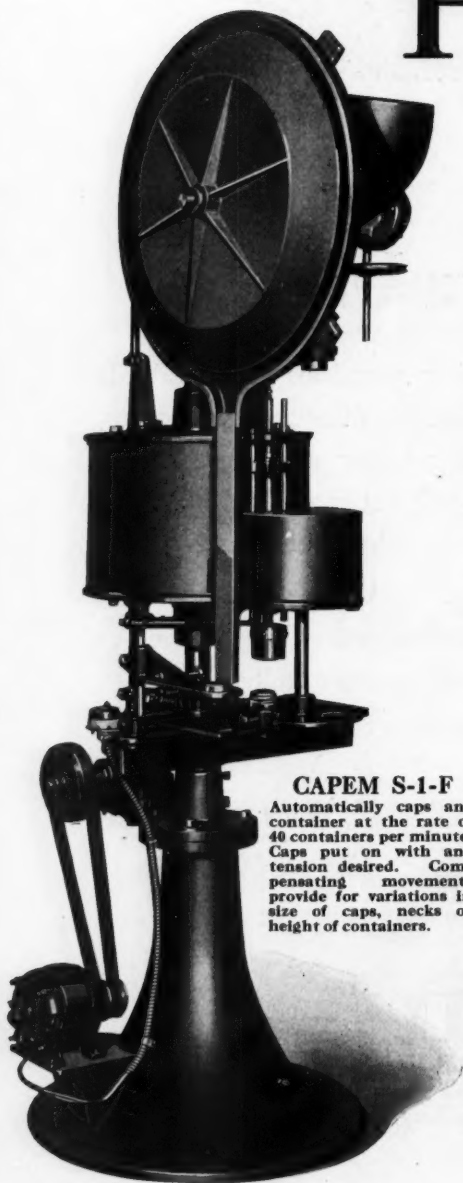
New York Office and Display Room



Flatiron Building-175 Fifth Avenue

# V Duplicates the ertical "Thrust-Twist" of the HUMAN HAND

*but with a speed and uniformity  
no human hand can equal*



#### CAPEM S-1-F

Automatically caps any container at the rate of 40 containers per minute. Caps put on with any tension desired. Compensating movements provide for variations in size of caps, necks or height of containers.

THE New CAPEM Machine applies any rotating cap to any desired tightness at the rate of 40 per minute, *without strain on the threads of the container neck*. This is made possible by a new thrust movement which duplicates the "pressure-twisting" action of the human hand. Thus, as in hand-capping, the energy is applied by movement in two directions—the usual lateral twist motion and a gentle vertical thrust which removes the tightening task from the threads. This gives your cap a perfect, always uniform seal, air-tight, but still easily removable by the customer.

The CAPEM Machine takes your jars, bottles and cans of any size or shape from your conveyor belt, sorts, feeds and attaches the caps automatically without marring cap or container, and returns the correctly capped container to the conveyor—*without being touched by human hands*. Used for years by biggest makers of cap-sealed products. Send a sample container and brief statement of your requirements—and we will show you how you can save costs on capping and get a more perfect, uniform result. No obligation.

Registered Trade-Mark  
**CAPEM**

**CAPEM MACHINERY CORP.**

1400 West Avenue,

Buffalo, N. Y.

London Representative, C. S. duMont,

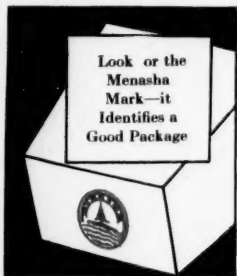
Windsor House, Victoria Street, London, England

# PLAN 1930 PACKAGE CHANGES NOW . .

It is not only in the matter of *restyling* packages correctly that Menasha occupies a unique position as expert adviser to the ice cream manufacturer. Because no one else makes such a variety—because of our experience with all methods and styles, many of which we have originated, we are able to recommend without prejudice the type of package best suited to your needs. Our laboratory can co-operate with you by studying your product and making your package conform with efficient production methods in your plant.

Menasha uses a board that is admittedly better than other boards. Its firm strength and clean appearance are essential in giving the utmost value to modern designs. The best of printing is wasted on poor stock. We are not *just another converter*, but make our board in our own mills, control every step of manufacture from spruce forest to finished product. We are thus able to insure high quality without relying on others—on uncertain sources of supply. This, too, eliminates a series of profits, the benefit being passed to you and that very important factor of price being kept an attractive consideration.

We urge you, however, to begin planning now on your package for next year. The more time we have to co-operate the better the result—the better our mutual satisfaction. Look over your present supply. Don't let your stocks run so low that lack of time will force you to re-order and use again a package you know does not do justice to your product. Remember, that of all courses open to you of increasing your 1930 sales, improving and modernizing your package is the most effective but least costly. Start planning *now* by sending the coupon below.



# MENASHA

THE MENASHA PRODUCTS COMPANY  
1060 F Wrigley Bldg., Chicago

☐ We are ready to discuss new packages for 1930. ☐ Have your representative call as soon as possible. ☐ We are sending samples of packages we now use.

Name of Firm.....

Address.....

City..... State.....

Individual.....





# M

## AKE YOUR 1930 PACKAGES EASY TO SELL EASY TO BUY



The coming year will see an unusual display of beauty in all lines of merchandising. Automobiles, furniture, clothes—products of all kinds, will make their bow in radiant new colors—improved designs—new form—new grace—*flash! neatness! appeal!* Appearance is what counts these days. We want it new—we want it modern. It must strike our eye.

Have you kept pace? You make the best product in your field. You use the best of materials and the latest machinery. You have spared no pains to reach perfection—and at great expense. But how does your product look? Are you trying to sell it in a package that is out of date? Examine your packages. Are they styled right—are they colorful and modern—do they reflect the quality inside? After all, the package is what the public sees and usually what it buys. And, most important, the difference between poor and the best packaging means no additional expense.

Our staff of outstanding artists feels the public pulse. It knows the trend of public taste. If your product is not selling the way it should, we believe we can give it a new dress that will increase its appeal. If it is already successful, we can make it more so. (See over)



**What Menasha Makes for the Ice Cream and Butter Manufacturer**

Ice Cream Cartons, Round Cans, Special Printed Pails, Stock Printed Pails, Special Die Cut Forms, Can Tops, Ice Cream Can Liners, Butter Wrappers, Butter Cartons, Slice Boxes, Brick Liners, Snappy Pac-Kits, Home Pac-Kits, Special Printed Advertising Napkins.





# Again — a new package wins a larger market ~

How a new type of package, produced by machinery at decidedly lower cost, enabled the Campfire Corporation to greatly enlarge its market . . .



THE Campfire Corporation wanted "a package of marshmallows that could be sold at a popular price, yet with the assurance that the contents would reach the ultimate consumer in a fresh condition." Here is the package that met the requirements — and with marked success.

The marshmallows are packed in two sizes — a one-pound or "family package" and a five-ounce package. The package is printed in gay attractive colors, and is similar in appearance to the former metal containers, thereby losing none of the good-will already created. To protect the freshness of the product, moisture-proof board is used for the container, with an inner lining of waxed paper, and

an outer wrapper of glassine. The package gives definite assurance to the buyer that the contents are fresh.

The Campfire Corporation, realizing the importance of this new selling aid, broadcast its introduction, not only to the trade, but also to the public, in magazine advertising.

In your efforts to widen your market, it may pay you to give consideration to your package. And in doing so, feel free to call upon us for any information or assistance. Get in touch with our nearest office.

## PACKAGE MACHINERY COMPANY

Springfield, Massachusetts

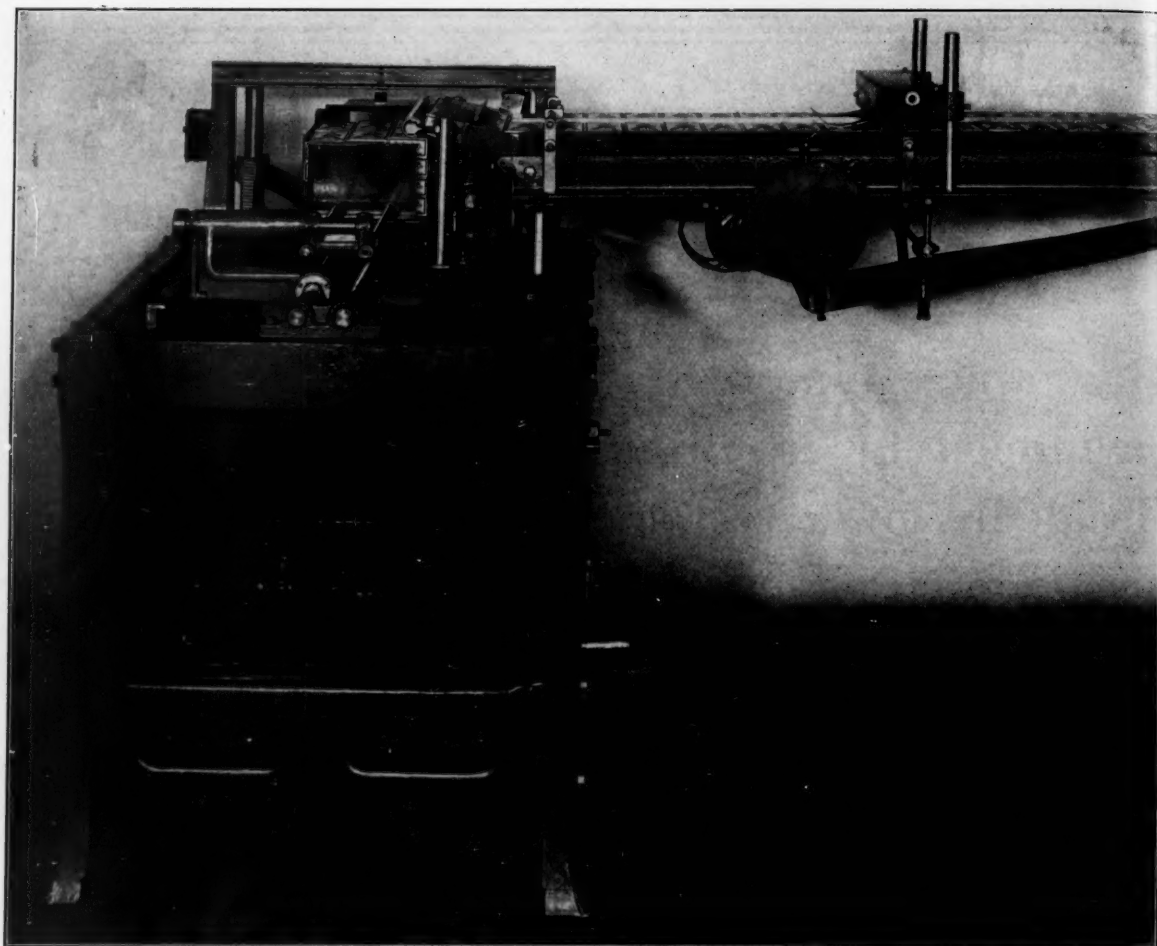
New York: 30 Church St. Chicago: 111 W. Washington St.  
London: Baker Perkins Ltd. Willesden Junction, N. W. 10

*Let us solve your wrapping problems*



## PACKAGE MACHINERY COMPANY

*Over 150 Million Packages per day are wrapped on our Machines*



## Another 100% Automatic Machine!

**WE** have developed a machine for automatically assembling and packing rectangular or round packages in solid fibre or corrugated shipping containers which has proved a tremendous labor saver in plants in which it has been installed.

We can pack the output of several manufacturing lines, by conveying them to a single packing machine, and with the aid of but

one operator, can pack them in the containers, without injury to labels or to the packages themselves, delivering them on conveyor ready for sealing. It is not necessary to have the bottoms of the cases made up before being packed.

The illustration shows a machine built for one of the large manufacturing confectioners.

*Write our Engineering Department if you have a sealing problem*

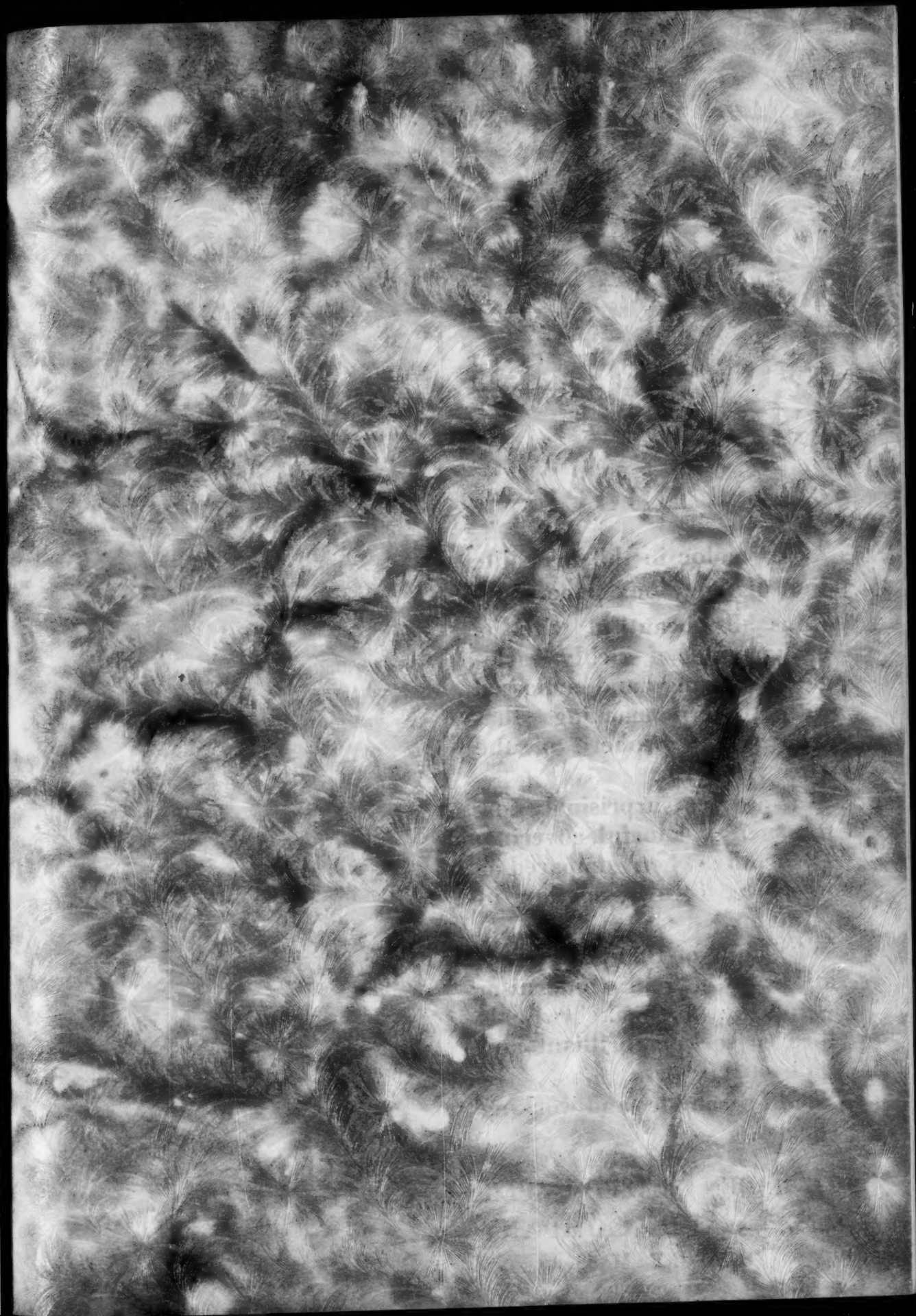
MAILER SEARLES, INC.  
135 Fremont St.  
San Francisco, Cal.

JOHN F. WILLARD & SON  
335 E. 4th St.  
Los Angeles, Cal.

**Standard**  
**SEALING EQUIPMENT CORPORATION**

Rawson Street and Queen's Blvd., LONG ISLAND CITY, N. Y.

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208 West Washington St.  
C. S. du Mont  
Windsor House  
Victoria Street, S.W.I.  
LONDON, ENGLAND







# **BROCOLITE GRAY**

*by* **Hampden—**

A new color in the Brocolite line of fancy box papers.

Unusually beautiful with its background of richly variegated colorings, and embossed with pattern markings that lend an atmosphere of the ultra modern.

—at a price surprisingly low for such a colorful covering. (Brocolite, when compared as to price, is a revelation in economy.)

—it is one of Hampden's creations in line with modernism —for the box maker who is forever seeking brilliant and unusual effects.

Send for samples and working sheets.

**HAMPDEN GLAZED PAPER  
AND CARD COMPANY  
HOLYOKE, MASS.**

NEW YORK : PHILADELPHIA : CHICAGO







# CARTONS



## Service—Quality Originality

THE Chicago Carton Company for over twenty years has supplied cartons to leading manufacturers in every line of industry.

These years of experience have built for us a reputation for service—quality—originality.

We manufacture plain and printed folding paper cartons made from all grades of box boards, plain or treated with silicate and paraffin. We also manufacture laminated boards of every description including asphalted and glassine lined which give the maximum resistance to grease and moisture.

Millions of our cartons are being used successfully on all types of packaging machinery and we are continually designing display boxes and other special styles of cartons to meet our customers' requirements.

Send us your inquiries. Give us an opportunity to show you what we can do.

### CHICAGO CARTON COMPANY

4411 OGDEN AVE.

CHICAGO, ILLINOIS

You can offer a product of  
the finest quality back  
it up with concentrated sales  
effort supplemented by  
the finest advertising support  
yet fail to materially increase  
sales if you neglect  
*"Packaging to sell"*



*"It's Better Packed in Tin"*

Among those manufacturers who have learned that attractive and convenient packaging pays well in increased sales "Containers by Continental" have played an important part. Ranging in size

from small sampling cans to large drums, from designs in few to many colors, in a variety of shapes, sizes and styles, there is a Continental Can to meet your every packaging need.

A Continental Representative experienced in "Packaging to Sell" will be glad to assist you with your problems.

**CONTINENTAL CAN COMPANY INC**

Executive Offices: NEW YORK: 100 East 42nd St. CHICAGO: 111 West Washington St.  
SAN FRANCISCO: 155 Montgomery St.

# MODERN PACKAGING

11 Park Place, New York, N. Y. Copyright 1929.

VOLUME THREE  
NUMBER THREE

NEW YORK, *November, 1929*

\$3.00 FOR THE YEAR  
35 CENTS A COPY



*By Ewing Galloway, N. Y.*

## Packaging for the Air

**Demand for Goods Wrappings and Container Forms Possessing Lightness, Strength and Protectability May Be Anticipated for this Type of Transport**

*By* WALDON FAWCETT

ARE the container industries asleep at the switch, with a train of sensational developments and possibilities bearing down upon them? Are the packaging equipment industry and the packaging supply world "air conscious?" Or, to put our impudent question in yet another form: Are packaging outfitters scanning the far horizon for fresh markets and new outlets for their wares when the biggest potentiality of the age is unfolding, all but unnoticed, under the very eyes of the would-be expansionists?

Such questions are not propounded merely for the sake of startling hearers who have given no particular thought to what the new era of transportation means to the package-using industries. Rather is there sound justification for an alarm to the trade of a lack of awareness that may postpone profits, if not, indeed, sacrifice

some of these same profits. Packaging for the air will be, tomorrow, or the day after tomorrow, a bigger responsibility than packaging for motor freighting or packaging for transfer in the new merchandise containers, or any of the other radical readjustments that loom just ahead.

For all that the air express, air freight, air mail and the new forms of air parcel service are rushing to the stature of maturity and for all the well-nigh hysterical popular interest in aviation, the container industries and most of their customers have been more than conservative in considering how they will accommodate themselves to the exigencies of air transport. This is the disclosure of a fairly complete canvass for MODERN PACKAGING. Only a few makers or users of packages answered constructively the query: What are you doing in preparedness for aerial transmission of packages? A few foresighted



firms have been busy with research, investigation and experiment. Most of the others have been waiting for demand to force their hands. Let us hope that the policy of deliberation will not be to their sorrow.

Lamentable as the lethargy may be, an exploration reveals several sufficient reasons why the package industries have not rushed to cater to air transport. One prime reason why the trade has not allowed itself to become excited is the impression that transportation of merchandise by air is yet at what is known as the "stunt stage." The impression is that shipments by airplane are occasional and intermittent and mainly for purposes of publicity. Onlookers have seen enterprising firms grabbing front page space in the newspapers and trade journals by dispatching, via airplane, new models, special shipments to branch offices, etc. In some instances a thrill has been added by dropping the parcels for way points by parachute. Such chance adventures in sampling and distribution have not seemed to hold much promise of a permanent quantity market for packages.

A second reason for the indifference, which, likewise, makes it no scolding matter, is found in the assumption of most members of the container industries that the necessities of preparing commodities for air transport are those of packing and shipping rather than of packaging. Imagination has been further stifled in this quarter by the announcement of some

of the stunt shippers that they entrusted their chance shipments to the clouds with no other preparation or protection than was habitually afforded similar units moved on land. In short, fetching and carrying by air has been thought of solely in terms of established routine instead of in the light of a new environment, with unique conditions.

If the above-mentioned suppositions ever excused the container industries and their clients for saying, "Not interested," the alibi is obsolete. The stunt stage has passed. Just as regular airplane passenger service on countless routes has succeeded the larks of holiday joyriders, so has the day of isolated shipments for the sake of advertising been followed by a stage where an ever-increasing number of moderate-size units are transported by airplane. No less completely have the props been knocked from under the tradition that air transport may call for special packing but not for special packaging.

Why, as though to the more completely rout that heresy, we have the latter-day revelation that, with the boom in airplane passenger traffic, the day is at hand when the need is not solely for air packaging that will accommodate itself to airplane conveyance but also for special packaging which will take care of commodities designed for consumption in airplanes, en route.

The men of vision in the packaging industries, who foresee a larger destiny for the line in the immensities of air transport as it is to be, have a rather ingenious but withal convincing theory of why it is to be *packaging* instead of packing, or crating, or casing, for the air transit. This theory is that with a premium upon weight and upon space in airplanes there must inevitably be a demand for goods wrappings and container forms that will not exceed by so much as an inch or an ounce the requirements of the particular class of carriage that is involved. Indeed, with air transport rates as high as they are, and must of necessity be for some time to come, it is

obvious that distributors in most lines can afford to employ the flying vans only if the weight of every shipment be held to absolute minimum.

It is plain that this plot to travel light goods is practicable only if the light weight receptacles afford adequate protection from the stress and strains of travel. Just here is where not a few members of the packaging community have made a grievous error. They have

said that air distribution was not for them because of what they have taken to be its contradictions. In the face of the necessity for the utmost restraint and economy in parceling small shipments, there has been assumed to be a reverse need for excess precautions to save the goods from the bumps and blows supposed to be characteristic of air transport. Just here is where error has had its way. The pioneers in dressing goods for air travel have found that, save in cases of accident, there is surprisingly little strain upon commodities of their carriers. Take-offs and landings, under normal conditions, communicate little of jolt or jar to the stowed merchandise. All of which facts, reduced to their logical conclusions, indicate that it is the package rather than the shipping case that is prescribed for the arteries of commerce aloft, both because of the added cost of shipment of heavy packages by air and the limited carrying space in present-day airplanes.



By Ewing Galloway, N. Y.  
*Loading packages for aerial transportation*



IN the absence of developed trends, interest in packaging for the air must feed upon experiment. Even so, the research work is far from conclusive but there is significance in the direction taken by the exploration and the tests of materials. A producer in the Middle West, who claims to have given more thought than any other box maker to the necessities of air transport, has developed for this service a very light weight corrugated box. This is not only light enough in weight to make the savings, at air rates, worth while, but is of exceptional strength for its weight.

The objective of this maker has been the last word in a hard-to-tear container, on the theory that the necessities of aerial mail and expressage demand a box which, even if it is mashed, will seldom tear, thereby insuring the contents against damage. In fulfilment of this ambition, the trail-blazing manufacturer has evolved a package which, while sold as a non-test box, will test around 200 lb. on a Mullen or Cady tester. This particular box has a thin liner on both sides which calipers from 0.009 to 0.011 and is made from kraft on a cylinder machine. Incidentally, it is apparent that if the advent of packaging for the air does nothing more it may be counted upon to spur the development of liners. The impetus to seek perfection in light weight sheets has been laid upon package makers ever since the domestic parcel post attained to its present dignity. Air transport will but increase the urge for combination, in the nth degree, of lightness and strength, inasmuch as the qualifications requisite for safe transfer in the air are much the same as for the parcel post—only more so.

On the assumption that the heaviest users of air transport in the early stages will be jewelers and other marketers of valuable articles of relatively light weight, certain package sharps have attacked the problem of design from the angle of security. Their aim is to provide a package that, while strong and light in weight, will, nevertheless, possess in conspicuous degree protection against pilferage. A house in New England is producing in eight sizes an air box made from special stock, each box provided with four flaps which allow it to be sealed so that it cannot be rifled without detection. The manufacturer of this box has told me, by the way, that the volume of business which he has thus far obtained on this class of boxes is very small but he believes that the demand in the future will repay him for his pains in inventing a unique model.

One of the leaders in package outfitting is quietly making a bid for the "air" business on the ground that his type of container construction is peculiarly fitted to supply the combination of lightness and strength that is coveted. The argument is favorable to what is known as three-piece construction, as contrasted with the slotted container made of either solid fibre or corrugated board in one-piece form, one vertical seam on the body of the box being stitched or glued and the top and bottom flaps folded in, stitched or glued. The alternative form, which is toasted for air service, is made of three pieces, one body blank comprising bottom, two sides and top, and two end panels, tabs being provided either on the body blank

or on the end panels for the assembly of the box. The assembled box of this pattern is, when ready for stitching, reinforced on all four vertical seams by means of the tabs. The bottom requires no stitching and the top is sealed after the contents are in place by means of a top-stitching machine, employing a blade anvil.

SEVERAL firms, ambitious to be ready to grab off liberal slices of the business which they suspect air transport will eventually create, are making experiments in substitution of materials, hoping to cut weight. For example, there are, under way, attempts to replace solid fibre with corrugated board, trusting to special processes of manufacture to give the container the requisite stiffness. A prominent producer in Northern Ohio is concentrating on the development of strong, light containers on the hunch that with the growth of air express and similar services there is bound to be a tendency among packagers of goods to package all their goods in such a way as to allow delivery by plane. In other words, the guess of this firm is that the packagers of the future will not find it convenient to establish and operate two different systems of packaging but will incline to the light and strong technique which will be adapted to the air and also to other channels.

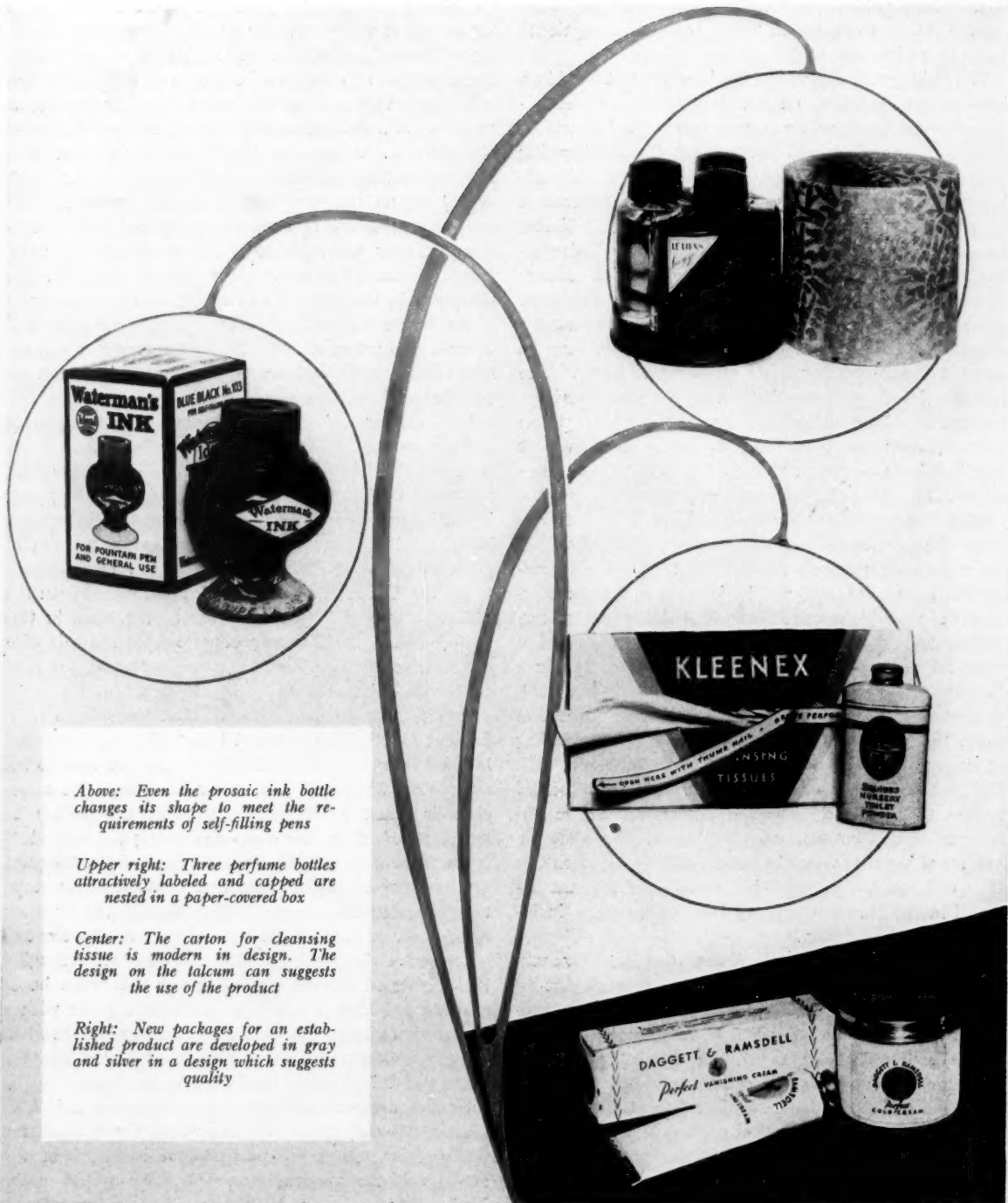
One outcropping of the new school of packaging is already so well defined that it may be stated confidentially that the various forms of wadding, etc., which serve as "buffers," are destined to play a leading part in packaging for the air. Here is protection against bumps and bruises, together with a certain amount of protection against dampness and the low temperatures to be found at high altitudes, that is combined with the utmost economy in weight. One of the firms in this branch of the trade is preparing to push the sale of a cheap grade of black wadding as protection for miscellaneous objects forwarded by airplane.

Experiments to date indicate that there is to be a distinct function for gummed tape and paper strapping in the reinforcement of packages that are to take to the air. When the Royal Typewriter Company used a special air truck to distribute portable typewriters to five hundred cities, the boxes containing the individual typewriters were sealed with paper tape of the toughest and strongest quality. Persons familiar with tape tricks consider this a supreme test, because the air truck did not pause in its flight but dropped the typewriters at assigned destinations. The students of packaging who witnessed the demonstration say that when boxes are dropped from a height of half a mile (even with a parachute to break the force of the fall) and alight without any fractures to the tape it speaks pretty well for the efficacy of this cheap form of package bandaging.

Further assurance that air transport, as it gets into its stride, will call up all the inter-industry competition lately characteristic of packagedom is found in the attitude of the wooden box people. An official of the National Association of Wooden Box Manufacturers recently remarked to the writer that the hazards of shipping by air express are much (*Continued on page 56*)

# Packages in

The Attention Value of Attractive Packages Is Clearly Demon



Above: Even the prosaic ink bottle changes its shape to meet the requirements of self-filling pens

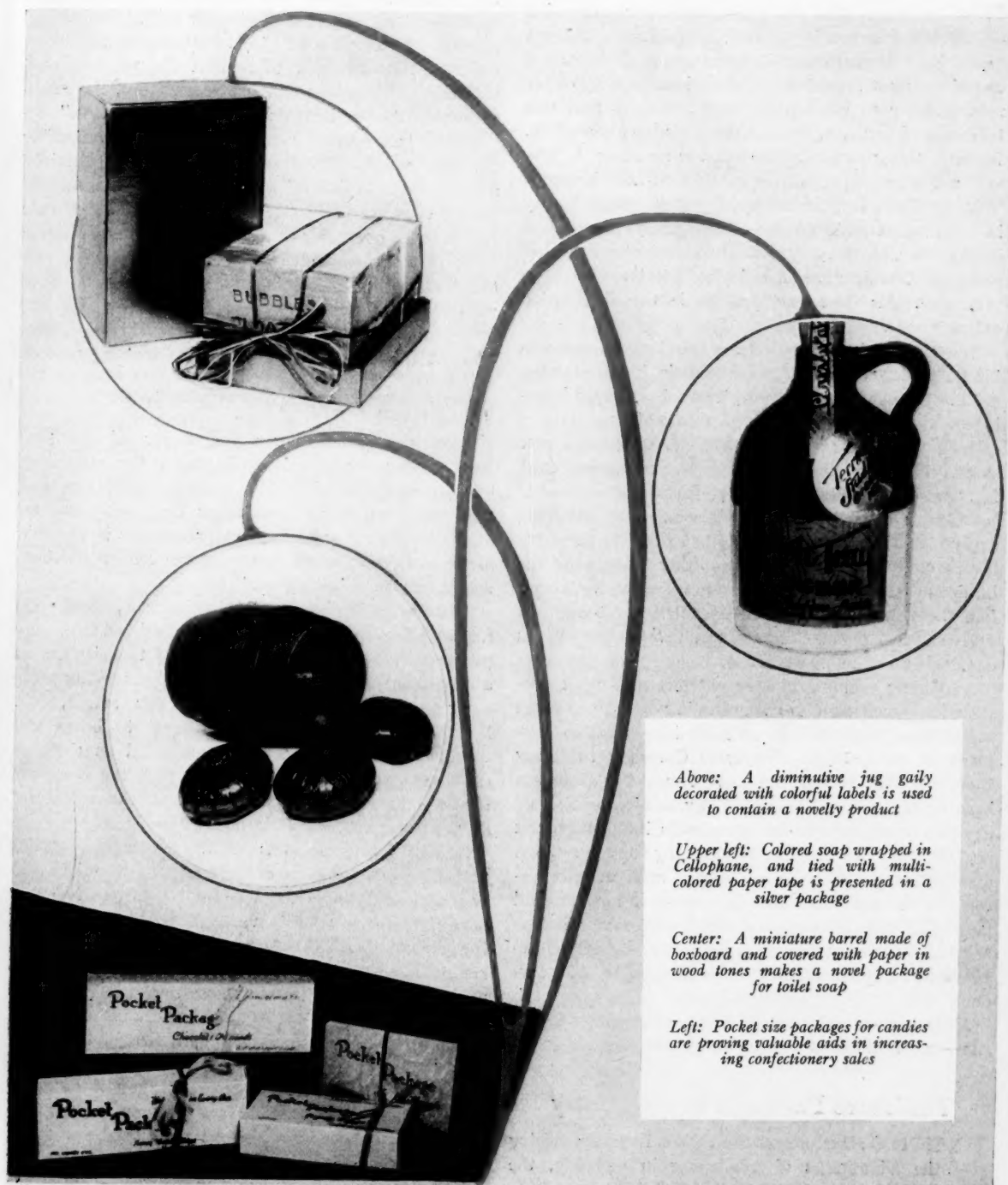
Upper right: Three perfume bottles attractively labeled and capped are nested in a paper-covered box

Center: The carton for cleansing tissue is modern in design. The design on the talcum can suggests the use of the product

Right: New packages for an established product are developed in gray and silver in a design which suggests quality

# the Spotlight

strated by the Increased Popularity of the Products They Contain



*Above: A diminutive jug gaily decorated with colorful labels is used to contain a novelty product*

*Upper left: Colored soap wrapped in Cellophane, and tied with multi-colored paper tape is presented in a silver package*

*Center: A miniature barrel made of boxboard and covered with paper in wood tones makes a novel package for toilet soap*

*Left: Pocket size packages for candies are proving valuable aids in increasing confectionery sales*



# EDITORIAL

## Building for Today—and Tomorrow

TO estimate the probable growth or expansion of any business is, generally speaking, a difficult task. Such a prediction depends on several factors, one of the most important of which is the ability of the manufacturer to meet production schedules that will take care of actual or created demands for his product. Industry today so functions that it is necessary to provide not only for present needs but for future business. This condition is being realized perhaps more keenly in those industries in which packaging plays a part than in any other, for the very good and sufficient reason that packaged merchandise is enjoying greater and more profitable sales than were possible in the distribution of bulk goods.

The progressive manufacturer no longer considers his packaging work as a weak link in his production chain. He has come to regard it as a full-fledged member of his plant organization—a unit which occupies a definite place on his payroll and his equipment cost sheet. He finds that the same opportunities exist for economical operation in his packaging as in the production of his product. Likewise, the packaging department is a paying tenant that requires the same consideration as that accorded to other branches of the business that occupy space under his plant roof. Therefore he builds not only for today but for tomorrow, and considers possible expansion in *all* of the various departments of his plant.

A striking example of foresightedness in plant construction which permits expansion in packaging as well as the other production departments is found at the new plant of the Lambert Pharmacal Company in Jersey City, described in this issue. Not only has provision been made for the placement of any required additional equipment but for possible changes in its arrangement and also for extra storage of packaging supplies. Such a contingency is or has been unusual in plant construction, for ordinarily the allotment of space for increased packaging operations has been obtained from floor areas originally intended for other purposes. This has resulted in many cases in expensive changes in plant layouts.

More and more is packaging taking its place in the sun—as a business of today—and tomorrow.

## Miniature Packages in the Pantry

DESPITE all efforts of the economists in preaching the advantages of purchasing in quantity, the metropolitan American housewife is "of the same opinion still"—namely, that her convenience is better served through the use of smaller containers for food products,

regardless of possible savings. "Experience," says the *New York Times*, "has taught the wastefulness of opening a large can of pimentos for a bit of salad garnishing. Leftovers arouse the impatience of the housewife. Rather ashamed to request the weighing and measuring of fractions of the average order, the small-apartment dweller delights in the little packages."

Such a transition—for most of us can still remember the flour barrel and the array of boxes that contained more bulky supplies of various commodities for the pantry than are now evident—has been a gradual one. But that the new order is here to stay is beyond dispute. Even in the rural districts the swing toward the new order is becoming increasingly noticeable. Improved methods of travel, new ideas of merchandising and advertising and the present tempo of existence have brought about a radical change from earlier practices.

## Packages on the Wing

CAN the progressive manufacturer of packaged merchandise afford to disregard the statement, "Packaging for the air will be, tomorrow or the day after tomorrow, a bigger responsibility than packaging for motor freighting or packaging for transfer in the new merchandise containers or any of the radical readjustments that loom just ahead."

As stated by Waldon Fawcett in his article, "Packaging for the Air," the "stunt stage" has passed and the future promises much for an increased use of the airplane as a convenient and expeditious means of conveying packaged merchandise. In presenting this article, Mr. Fawcett has given consideration only to boxes and containers which are generally classified as shipping containers, supplemented of course with the necessary quota of liners, partitions or other protective features and constituting, in assembled form, packages.

Such a consideration is, at this stage, of first importance in the development or rather adoption of aerial package transportation. We find that here is every possibility for a repetition of conditions that marked the chronological development of the package and its accepted usage. First, protectability; second, convenience, and finally, attractiveness.

Characteristically enough, the conditions placed on air transport—limitations of weight, size, strength and security in the object to be carried—establish a plan of structural design that must be followed if economy is to be the result. Such a plan, of course, participates in two of the conditions above mentioned—protectability and convenience.

The final step of package consideration—that of attractiveness in decoration, which functions only as a sales promotion factor—although perhaps of little

consequence at this time, is worthy of serious thought in the future of airplane shipment. While it is true that decoration as applied to shipping containers has advanced and improved but slightly, there is a definite trend, on the part of manufacturers of packaged goods, toward the use of designs, trade marks, printing and such, placed directly on the shipping containers.

### More Packages Needed

**D**URING the month of September, according to a survey directed by the Commercial Service Co., Inc., of New York, independent retailers opened a total of 3999 new stores. Forty-one new chain store organizations were formed during the same period and 1074 new chain branches were opened. Forty-two chain stores were discontinued as against 550 independent stores closed. A healthy increase, indeed, and one which should be most heartening to those directly concerned with the wholesaling of merchandise to such retailing units!

With few exceptions, all of these newly established outlets represent fresh opportunities for package distribution, an increased demand from retailers for packaged goods. It is not to be supposed, at the outset at least, that every new unit will dispose of an average number of packages which is equal to that accounted for by existing stores, although such a figure may be even surpassed as time goes on.

The main point of interest, it seems to us, is that through the increase in the number of retail outlets there is a greater dissemination of the gospel of packaging. Not in the packaging idea itself, for that has already become firmly implanted in the minds of the consumer-purchaser, but in the fact that packaging can be successfully—and conveniently for the consumer—applied to so many of the commodities that are needful or regarded as luxuries of every-day life.

Statistics, like signs, point the way to a greater need for packages, for packages that sell.

### Planning New Packages

**"W**HEN you are planning your new lines or improving your old line, here are some things to think about that may give you a new slant on tackling the job." So writes Courtland N. Smith in a recent issue of *Printers' Ink*, in which he elaborates on six points that should be considered by the manufacturer who is changing his label or package. These are as follows:

How will my article look when it's in its home surroundings?

How will it look when it's pulled out on a counter or set in the store window alongside kindred articles?

What new feature can I add that will make it more attractive on sight than competitive products? Color, shape, finish, material?

Is the label as good as it should be?

Hadn't I better get away from technical experts in

my line and see what an artist in some other line might suggest for improvement?

Am I following the traditions of my business too closely in my packages?

This is a noteworthy contribution to the fast-growing list of "do's and don'ts" of package design which the manufacturer must take heed of if he expects to maintain or build sales for his product through his packages. The comparative "newness" of the package as a tremendous factor in the movement of merchandise is one of the strong points in its favor, for by no means have the limitations of ingeniousness in package decoration been reached.

### The Latch String Is Out

**A**LL publications, and particularly business or trade publications, are interested in obtaining the "pulse" of their readers. It is quite a human trait for anyone to wish to know "how their stuff is going over," and publishers—at least most of them that we know anything about—are quite human. Readers do occasionally write in to say this or that about a publication, to state their opinions, to praise or condemn. And certain publications are somewhat prone to pass on to readers the laudatory comments which have been so received. We have no wish to condemn such a practice. It is—or was until the recent controversy which denounced the "testimonial" form of advertising—entirely legitimate.

But we have always wondered just how much readers are interested in that sort of thing. It has seemed to us that there are so many other, and better, ways of letting the reader know that one's publication is "getting over."

After all, the business of any business publication is to talk the business of the trade or industry that it serves. It is a question as to how far it should go in indulging in personalities. This does not mean that the publication should hide its light under a bushel—far from it. But isn't that sort of a promotion job up to the subscription and advertising salesman and the promotion department?

The foregoing condemnation was inspired by the thought that actually we wished to say something about ourselves. Modesty forbids this, so we resort to subterfuge. Seriously, we mean most of that expressed above. Since its inception, MODERN PACKAGING has received inquiries beyond number for various kinds of information (you'll note, though, we don't say how many or from whom) regarding equipment for packaging, methods, etc. We've replied to all of these, answering with the data we have had on hand or suggesting other sources where more complete information could be obtained. Such service, we believe, should be a part of every industrial or trade periodical.

Our reference library is growing, our contacts and correspondents are increasing in number and we are constantly adding to our store of valuable data for the use of those who use or can use packages. And the latch string is out!



# The Package of the Month

ONE of the most remarkable features about the Arabol package is the fact that it has been marketed to retail for as low as ten cents. In material, workmanship, design, color and every perfected detail of assembly which marks the modern successful merchandise unit, the Arabol package is superior to many tube packages which sell for a great deal more. Upon seeing this package for the first time one can hardly refrain from exclaiming, "How can they do it for such a low price?"

The Arabol package has been selected as the Package of the Month, not merely because it represents remarkable value, but because it is an extraordinary example of the packaging possibilities which can be realized with a prosaic, staple commodity such as library paste. For fifty years or more, pastes and glues have been packaged in various kinds of containers, but until the Arabol package appeared apparently no studious effort has ever been made to impart attention-compelling value to such containers. The Arabol package not only compels attention but, by an ingenious package design, *focuses* attention upon a brief and intriguing consumer appeal.

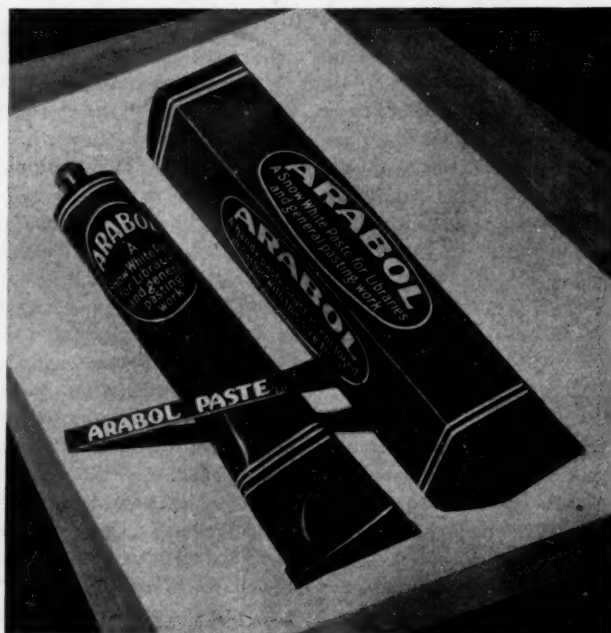
In a recent interview with the advertising manager of the Arabol Mfg. Co., E. R. Oldham, who developed the small package venture of the Arabol Company, an interesting story was unfolded concerning the evolution of this much-talked-of package. It is a story of infinite study of details, of repeated trials and experiments, of a firm determination to produce a package that will immediately smash its way to the front line of outstanding successful merchandising.

"Our 'inspiration' came from the paste itself," Mr. Oldham explained. "It is a snow-white, soft paste which our chemists developed a couple of years ago especially for fine library work. For the past two years we have been supplying this paste in bulk to libraries throughout the country. It is now being used by hundreds of libraries and schools and a large number of industrial concerns and business offices. The demands for the paste in a small container became so insistent that we were practically forced into the small package business.

We decided to use tubes instead of jars because tubes are more convenient for general use and because adhesive paste keeps better in tubes. We did not know anything about merchandising in tubes, and in order to get ideas about design and color we examined literally thousands of decorated tubes representing practically every commodity put up in tubes. Our conclusion was, and still remains, that about ninety per cent of all tubes have entirely too much on them, in design or color or copy or all three. The average tube, instead of pleasing the eye by a simple orderly balance of color and design, actually distracts attention by a confusion of conflicting colors, incongruous designs and unnecessary wording which defeat the very purpose of tube decoration. So we decided upon *simplicity* as our solid foundation, and it was a logical development to adopt the idea of the spot or circle on the front of the tube to focus attention upon the name and simple description of our product. On the back, within a small condensed box, we reproduce our fifty-year-old Sphinx trade mark accompanied by a very few words of copy explaining the use of our paste, followed by our name and address in small type. That

is all, except for a simple decorative band at the extreme top and bottom to break the monotony of a solid color. We decided upon red and black as our dominating colors. Red is a 'selling' color; it possesses high attention-compelling value; the combination of red, black and white is what might be termed a 'natural,' at least from the merchandising viewpoint. But we were awfully fussy about our shade of red. We experimented with more than two dozen shades before we got what we wanted, and incidentally it seems to defy all nomenclature. We ourselves call it 'happy' red.

OUR greatest problem revolved about the neck of the tube, the opening and the cap. Adhesive paste has a tendency to harden or crystallize when exposed to the air, and for that reason many tubes of paste are fitted with a plug instead of a screw cap. A plug serves the purpose of breaking up the crystallization which takes place in the neck and clearing the opening for a free outward flow of paste. But plugs are unsightly,



and what is worse, they often come out of the openings during shipment or when the tubes are handled on merchants' counters, with the result that the paste either oozes out or hardens in the tube because it has no air-excluding covering. A tight-fitting screw cap will prevent or retard crystallization to a certain extent within the tube neck, but any excess of paste at the opening will spill over and clot or crystallize within the threads at the end of the neck, preventing the cap from making a comfortable, air-tight closure. Here we seemed to be faced with a choice between two evils—either an unsightly, easily-losable plug, or an ordinary screw cap which eventually would cease to be airtight. We are indebted to our tube manufacturer and his expert mechanics for the solution of this perplexing problem. First, they developed a nozzle neck  $\frac{5}{16}$  of an inch long, instead of an ordinary short threaded neck. Half the length of the nozzle, from the opening down toward the shoulder is plain, smooth, polished metal. The threads are cut on the lower half of the nozzle. This arrangement keeps the threads as far away as possible from the opening and minimizes the chance of excess paste reaching and crystallizing within the threads. The nozzle neck being considerably longer than an ordinary threaded neck necessitated a cap of longer proportions than an ordinary round or mushroom cap, and this gave us what we consider one of the most distinctive features of our tube, namely, a long, slender, beautifully proportioned cap which is in keeping with the slender lines of a tube.

"In planning our carton we were of course guided by the design and colors already adopted for our tube. We carried out the idea of the spot or circle for the purpose of focusing attention, but instead of running the spots vertically we ran them horizontally on the cartons. Here they became ovals instead of circles because the oval form gave us greater display room and consequently better legibility and prominence for the name and description of our product. (We were not unmindful of the fact that it is the carton and not the tube which first attracts attention and brings the initial sale.) All four sides of the carton are absolutely uniform in design and color, and three of the sides are also uniform in lettering. One side is devoted to brief copy and while this does not follow the display lettering of the other three sides it conforms in every other respect. The result is that no matter from what angle our cartons are seen the consumer's attention is focused upon a uniform appeal which is presented so prominently and in such few words that even a hurried glance can absorb it. There is no deviation of color or design to distract attention. These cartons may be stacked in windows or on counters in dozen lots or gross lots and no care need be taken about displaying the front side or back side. They tell the same story and make the same appeal on all sides.

"We consider this *uniformity of appeal* one of the most important fundamentals of modern package design. Certainly we do not claim to be pioneers of the idea, for the most successful packages on the market follow this cardinal rule of simple uniformity. But the num-

ber of otherwise attractive containers which do not follow the rule is astonishing. You can step in almost any store and see cartons which employ different design, color and copy on all four sides. The designers of such containers, having four panels of blank space to cover, have apparently thought it necessary to apply as much variety as the space will carry. The results are dissonance instead of harmony, complication instead of simplicity, confusion instead of concentration. And in these days when consumers read as they run, and buy as they read, sales appeals must be concentrated and presented so simply that prospective buyers can absorb them at a glance. The average consumer simply will not take the time or exercise the patience to digest all the design, color and copy on three or four sides of a carton. The sales appeal must hit the bull's eye with a single shot.

"In printing our cartons of course we encountered some difficulties in matching the red and black on our tubes, and this required a good deal of experimenting with inks. Eventually we succeeded in duplicating our 'happy' red which we considered quite an achievement by our carton maker, and then he gave us a beautiful special black ink that produced a soft satiny sheen which seems to make our black spots stand out in relief against our 'happy' red. In practically every detail of design, color, copy and typography we spared no effort to match our carton with our tube. Such uniformity not only aids simplicity but it brings a pleasing balance and sequence to the eye. If a consumer is intrigued by the appeal of a carton, the contents should meet the expectations of the consumer without any clashing of design, color or reading matter.

"To complete our package we wanted to add a brush, and we thought this would be a simple matter, but we had to examine and reject many samples before we found what we wanted. Our brushes are made of imported bristles,  $\frac{1}{8}$  of an inch longer than ordinary paste bristles and of a grade which offers just the right resistance-pressure for spreading our soft paste.

"Throughout the entire development of this package our three guiding stars have been *value*, *attractiveness* and *utility*. We were determined first to give the greatest money's worth in paste that has ever been offered the public and we think we have accomplished this end. Our tube holds two and one-half ounces of paste which the leading librarians of the country have declared to be the finest adhesive paste they have ever used. With this we furnish a good bristle brush, and we pack both the tube and brush in a strong protecting carton. For attractiveness and utility we have spared no effort to present this paste in a container and package that will be pleasing to the eye and convenient for use. If we have succeeded in developing an outstanding package we are glad to give the credit to those who have worked patiently and considerately with us—to our artist, our tube manufacturer, our carton maker, and to the manufacturers of our brushes and shipping cases. To their splendid cooperation at all times will be due any measure of success which may await our package venture."

# Packaging Your Breakfast

Plant of the Kellogg Company, Battle Creek, Michigan, Offers Interesting Example of Automatic Methods of Food Products Packing

By M. DALE OGDEN

**W**HAT'S in a name? Hollywood means movies; Louisville, races; California, climate; and Battle Creek, Michigan, breakfast food. Battle Creek, the home of the Kellogg Company—the largest manufacturer of ready-to-eat cereals in the world. There are few homes in which some Kellogg product is not included on the breakfast menu: Kellogg's Cornflakes, All-Bran, Pep Bran Flakes, Krumbles, Shredded Whole Wheat Biscuit, Rice Krispies, and Kaffee Hag.

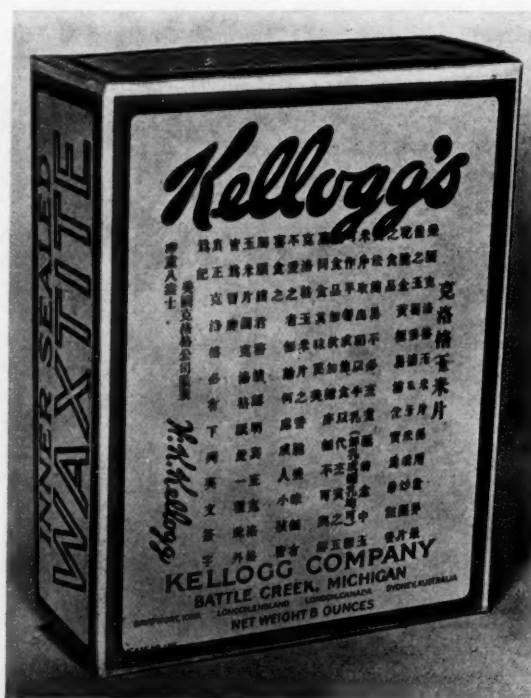
The Kellogg Company has grown from the small shack in which it was founded in 1906 by W. K. Kellogg to the present modern buildings which cover over 30 acres of floor space. In addition to the plant at Battle Creek, factories are operated in Cleveland, Ohio; London, Canada; and Sydney, Australia. Branch offices are established in principal cities of the country and the company has representatives and brokers in all parts of the globe. Kellogg's plays a significant part in the much-discussed question of Farm Relief, for it requires the average yield of a 675-acre farm of corn to run this plant a single day. Visitors entering the reception room of the plant and going through the corridors connecting the various offices observe the corn motif carried out in the grille work, woodwork and frescoes. They also admire the beautiful oil paintings, the originals of the Kellogg advertisements, that have been produced by some of the foremost artists in the country.

It was recently our privilege and great pleasure to inspect this huge plant where visitors are always welcome. Courteous guides escorted us through the many departments and carefully explained all phases of production. There is no need for a visitor to become hungry

during this tour, for the pleasant aroma of freshly cooked flakes is so heavy, one can almost breathe in a good meal. Generous samples are given in each department as well.

Needless to state, everything is done in an atmosphere of the highest efficiency and cleanliness. One notes that the health and safety of the employees has been safeguarded in every way. In all departments throughout the plant where women are employed in the various tasks, they are seated whenever it is so possible. The 2000 persons employed are given a regular program of health, and perhaps the most interesting development in this Kellogg health program is the kindergarten-nursery. Here children of the women employees are cared for by a trained kindergarten teacher. The medical and dental clinics look after their health, and a dietitian sees that they have nourishing meals. A laboratory manned by specialists is maintained for inspecting and testing the quality of all raw materials purchased. This laboratory is also used as a constant check as to the quality of their own products. A home economics department is also maintained.

Readers concerned with points relative to manufacturing processes and preparation of foods will be interested to know that the power for machines is derived from independent electric motors, 2000 of them being used. Forty-five hundred tons of coal are used per month and 16,000,000 cu. ft. is the daily gas capacity. Extensive use of gas is prompted by the necessity of rigid heat control. It is interesting to note throughout the plant the extensive use of belt conveyors in handling raw materials through to finished and packaged products.



Foreign distribution necessitates cartons printed in many languages—this one is in Chinese



IT would be difficult to follow the many products put out by Kellogg's through the various processes of manufacture. Of most interest to us are the methods of packaging the Kellogg products. It requires one thousand tons of paper in one week to take care of the carton and container needs of this plant. Over a million cartons are printed and die-cut in the Kellogg printing department every twenty-four hours. This department has six large cylinder presses and during one month uses about 1000 tons of paper for folding cartons alone. The output of the carton department is sufficient to take care of about 80 per cent of their requirements—the remaining 20 per cent being made and printed by outside carton companies.

In addition to the manufacture of their regular cartons, the Kellogg Company also use several million lock-end cartons for window and store display and other advertising purposes. They find that their cartons used in this manner together with other advertising material produce the most attractive and effective displays. Cartons are printed in 15 languages to take care of export business to various sections of the globe. Three-color automatic printing presses print from rolls of paper as shown in an accompanying illustration, accomplishing



*Family resemblance is evident in the Kellogg packages*

the complete operation of printing the carton in three colors, cutting and scoring and finally stacking the blanks automatically—all at the rate of 300 finished pieces per minute.

ALL the Kellogg shipping containers are printed in their own container department. There are two presses with the capacity of 20,000 pieces every 8 hours. The making of these containers requires 500 tons of 3-ply stock weekly.

A great number of wood boxes are used in place of fibre containers, for shipments to foreign countries. The Kellogg advertising department places a real value on their printed shipping containers, both domestic and export, stating in as many words that the thousands of cases of cereals shipped from the factories are in a sense traveling billboards that reach to all parts of the world.

One and one-half tons of ink are used each week in the printing of cartons and containers. The waxed paper liners for the cartons are also made in the plant, and 12 tons of wax are consumed each week in the paraffining process. They claim that 50,000 tons of paper stock are consumed yearly for container production alone.

Few names of manufacturers could be referred to as producing the packaging equipment used for Kellogg



*Formed cartons are wax-lined before filling*





*Scoring and printing breakfast food cartons*

products. Practically all of the machinery installed in their extensive package department at Battle Creek is of their own design and construction. The visitor views row after row of machines for performing some particular step in packaging. Row after row of cartons hitch forward in single file, at the rate of 42 per minute on their journey to the shipping case. Shifts come and go, but the click and whirr of the gangs of machines are continuous twenty-four hours of the day.

**A**S we follow one carton through the series of filling and packing processes, the following operations occur. First: the shaper and gluer opens the carton and glues the bottom flaps. Second: the carton is delivered to the lining machine, where a rotary knife cuts a proper size sheet from a roll of waxed paper. The shaper and plunger fits this sheet into the inside of the carton, forming a neat liner with the top open. The bottom is automatically sealed by electric heat during the same operation. Third: the conveyor delivers the cartons one at a time to the automatic weighing and filling machine (and just to insure against possible shortage, a good-looking young lady with a scoop adds a few dashes of flakes to cartons that might appear "short measure"). Fourth: another specially designed Kellogg machine folds and hot seals the wax paper liner and then glues and folds down the carton flap. Continuous roller pressure assists the glue to set as the cartons continue by conveyor to packing tables. Fifth: the cartons are shunted in groups of four to packing containers, where they are hand-packed in fibre containers that are ready to receive them. Fibre containers are 175 lb. test, with the bottoms hand-glued and the tops sealed automatically. When filled, the containers are delivered by gravity chutes direct to freight cars on the siding.

The filling of small size cartons for sample or restaurant use is very interesting. This is rapidly accomplished by a rotary machine whereby the cartons are formed, bottoms glued, automatically filled, tamped to the top level and top sealed—all within one horizontal revolution of a filling machine. If "auto-dexterous" is not a recognized word, it should be, for it would aptly describe the action

and efficiency of the machine filling these packages.

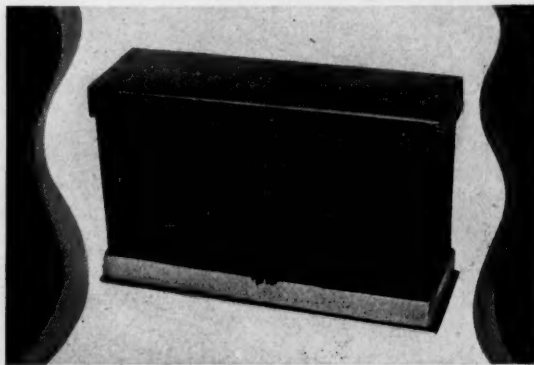
At the end of our tour through this interesting factory we were served delicious light refreshments in the company cafeteria. Here we mused that the Kellogg Company is a true example of service for the public welfare, as well as a bill-o'-fare. Kellogg manufacturing efficiency, responsibility for employees and ideals for health promotion brings one to feel that here is not a drab business, grinding out dollars, but rather a group of happy men and women participating in an interesting manufacturing adventure.

### **A Luxurious Stationery Box**

**W**RITING paper has been a popular gift item ever since the manufacturers of this commodity turned to attractive packages to enhance their products. As a result, note paper has won for itself an enviable position in every gift shop and has given a tone of beauty to the formerly prosaic and somewhat lifeless atmosphere of the stationery store. The public is familiar with stationery boxes of many sizes, shapes, colors and designs for both utility and gift purposes, most of them excellent specimens of the packager's art.

However, the stationery box illustrated above is one of the finest examples of packaging this type of merchandise for the holiday and gift market that has ever come to our attention. Eaton, Crane & Pike Company, Pittsfield, Massachusetts, have recently added it to their line. It is done in black and gold, a color combination denoting richness and value, and is fit to grace a queen's writing table. It is a luxurious package, combining elegance with good taste.

The body of the box, covered with black suede velour, is fitted into a tray with a slightly extended edge at the base which is covered with a gold metallic paper. The cover is of the same material. A gold tassel is suspended from the center of the front of the top. It is attached to a white satin ribbon so that when the tassel is pulled (and the cover removed) the entire contents, sheets and envelopes, are elevated. The word "Crane" is stamped



*Dignity and luxury are suggested by clever use of materials*

in the lower left-hand corner of the top of the cover with a small Crane trade mark beneath. Both are printed in black in order to obtain contrast.



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package  
~protection  
~personality

*a soap manufacturer asked us~*

“WHAT would you do with a soap package?” We would, first of all, want to know the reason for his particular soap.

Of course, there are general qualities belonging to most soaps — they promote cleanliness and its corollary, health. One soap may lather more quickly than another, one soap may cleanse more thoroughly, one soap may have peculiar medicinal qualities, another may have special ingredients worth emphasizing.

We should, of course, consider whether the soap were a laundry soap or for the bath, whether it were a shampoo or for the skin.

What have all these to do with the package? Simply this, that the package itself can be a final impetus or deterrent to the sale of that particular soap. If it is a package which you hope finally to see in the bath room, it must have sufficient personality to be noticeable on the dealer's shelf and yet at the same time not so clashing that it is obtrusive in the home.

Another way of saying all this is to emphasize that we combine forty-two years of experience in box making with an appreciation of modern sales possibilities mixed with good common sense.

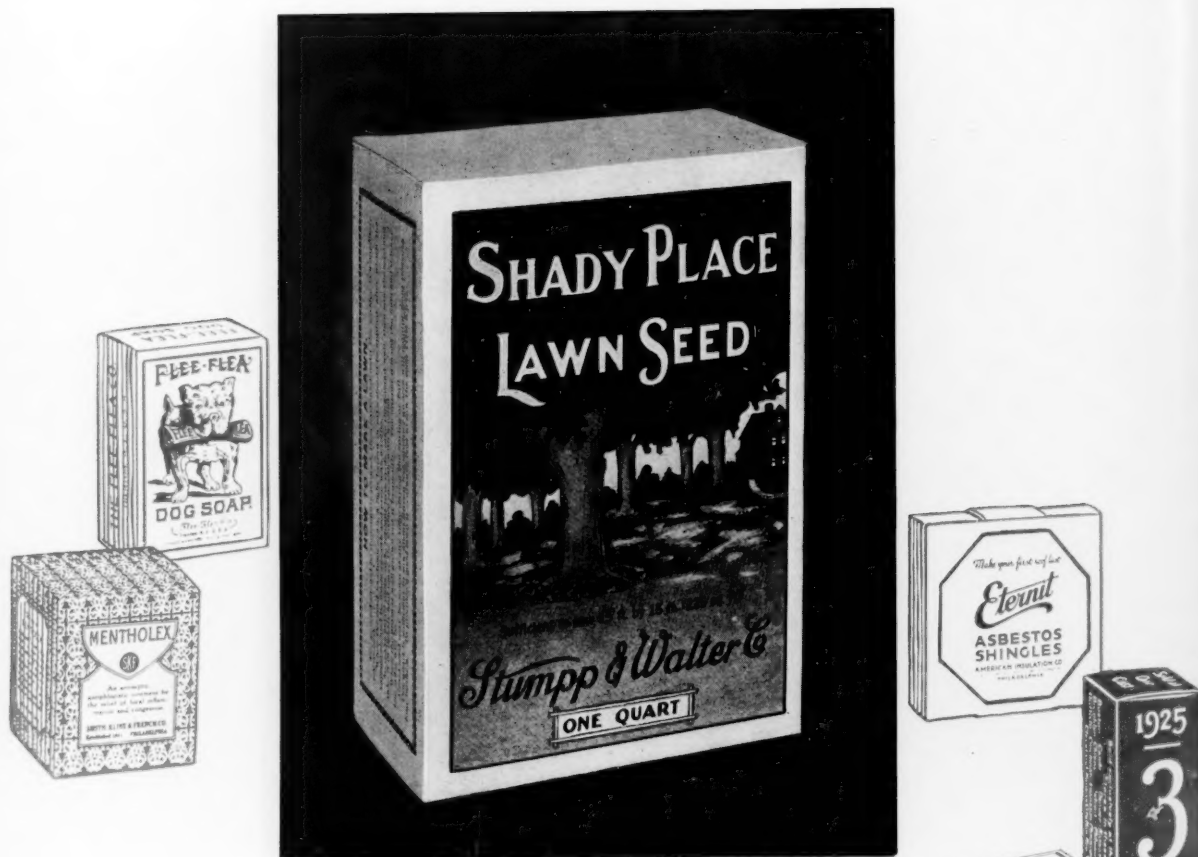


BROWN & BAILEY CO.

*Makers of high grade folding paper boxes*

PHILADELPHIA





THERE is hardly a product that goes into the home to-day except in packages. Brown & Bailey have watched the development of packages from the time they were simply containers to the present day when they are silent salesmen on the dealer's shelves and yet unobtrusive and welcome members of the usual household's supplies.

For forty-two years we have seen this change taking place in packages. A number of the improvements made in that time were originated by us. In fact, at present we own patents for certain specialized boxes, and our technical department is constantly developing and improving designs for our customers.

At the outset such improvements were largely in the nature of better protection for the contents of the package. Today we can also aid you, as we have other manufacturers, in improving the sales value of your package.



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# Phenolic Compounds in Packaging

**Molded Closures as Applied to Collapsible Tubes, Bottles, Jars and Other Containers Possess Many Advantages and Offer Wide Range of Treatment**

*By H. S. SPENCER  
General Plastics, Inc.*

**A**LMOST as great was the adaption of phenolic or resinoid compounds to closures as was the discovery years ago of cork for sealing purposes. The use of "Durez" the most widely accepted of these phenolic materials for closure use, promises to become universal in the pharmaceutical and perfumery lines.

Phenolic resinoid compounds or phenolic condensation products, as they are more technically known, are of chemical foundation and are molded or formed under heat and pressure, the manufacturers supplying material in a powdered form to those equipped to make it into the finished closure by what is known as the hot press molding system. This work is done by organizations specializing in molding and known to the trade as custom molders. Up to the present time, no manufacturer using phenolic closures has attempted to do his own molding which is a specialized undertaking requiring rather expensive and special equipment and experience.

Molded closures of Durez and similar materials have been developed to exclude cork inserts for use in connection with collapsible containers, although the majority of manufacturers have continued the use of the cork insert and find that, in the use of bottle closures, the cork insert together with the phenolic molded part make an especially tight closure.

One of the outstanding advantages in connection with collapsible tubes and molded closures is that the closure

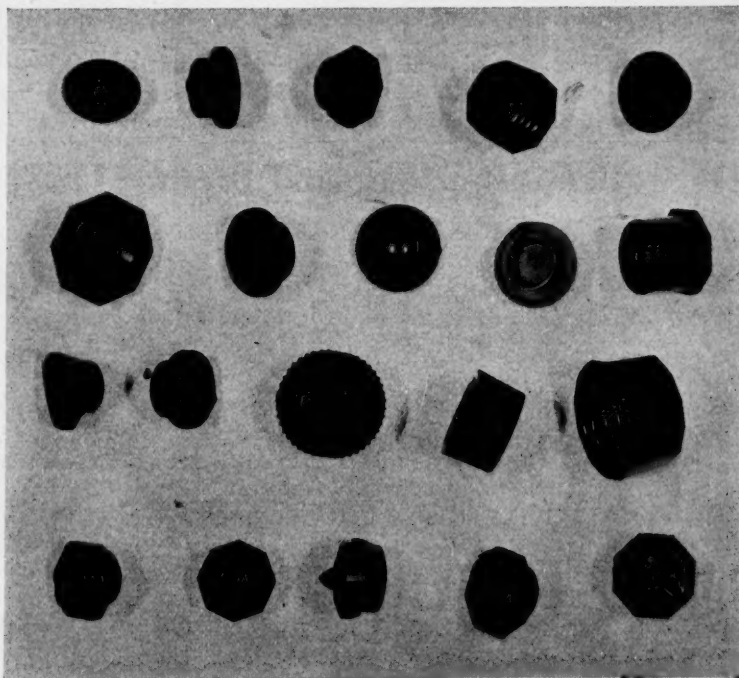
does not leak nor do the contents cake or discolor in the mouth of the tube, thus throwing the often fatal strain on the tube's weak spot, the wall at the shoulder.

**W**HILE manufacturers are alive to the appeal of color and the vogue for colors now reaching into every phase of merchandising, it is not color alone that prompts the use of the phenol resinoid cap. While this plays its part as does the modernistic trend, these caps have many other advantages in their favor. They are not affected by acids, alkalies and similar reactives. They do not rust or corrode in contact with certain pharmaceutical products and they do not discolor the

contents of the container; they are easily gripped and on bottles and jars screw down unusually tight and yet are always readily released. Their threading is stronger than the alloy metals and does not strip. They are light in weight, and have an advantage in carriage convenience and cost over metal.

Phenolic materials lend themselves to display cases, cold cream jars, vanity cases, powder boxes

and in fact practically all types of set-up boxes. The acceptance of the material because of its fine lustrous appearance, color and design possibilities, resistance to atmospheric conditions and in securing a tight closure, is already finding its presence evidenced in many of the market places for the high grade cosmetic.

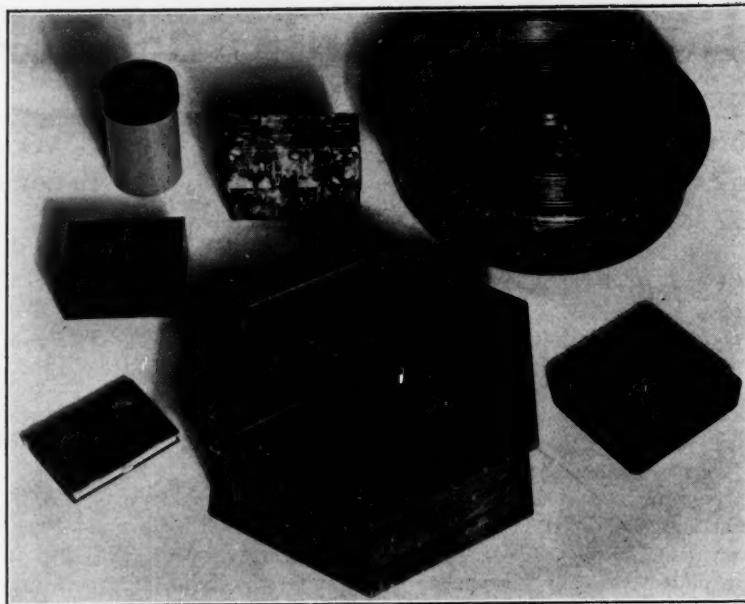


*Caps of phenolic resinoid compounds for various types of tubes and bottles*



Manufacturers of watches, candy and novelties, as well as face powder, cold cream, etc., have adopted Durez or Bakelite, the better known of these materials. Manufacturers like the materials because they permit them to have an individual package of lasting value and of an especially high quality appearance. The beauty and permanency of molded containers make the material acceptable for refill packaging. Vanity cases, lip stick holders, etc., manufactured from it readily become a part of the transportable cosmetics carried by women.

There is not a doubt that they will be a permanent part of the packages they now form; that is, as permanent as anything in this modern changing world. The public likes them and, without even the suggestions of the



*Containers of phenolic materials are lustrous in appearance and attractive in design*

could not decide whether they should put back every morning and evening or not.

Phenolic compounds permit manufacturers to have their own individual closure, bottle cap or container made for the material lends itself to all types of designs, imprinting and similar treatments as any design engraved in hardened steel molds from which the finished piece is to be made will carry an exact reproduction.

radio broadcaster's repeated requests, it is writing the various manufacturers commenting on these caps. Congratulatory letters telling them that they like the new cap because it can't be lost, its bright color makes it easily found or that they are glad to note the manufacturer has omitted the little circle of greenish colored cork on the end of their tooth paste which they

## Pep in Package and Product

**T**HAT'S the Tom Houston idea on peanuts. The Tom Houston Peanut Vending Jar becomes an attractive display. Peanuts must be sold by their display. People see them and want them. A self-selling display container is the answer.

The Tom Houston Peanut Company of Columbus, Georgia, solved the problem by an attractive five-color lithographed poster which is changed from month to month to keep the attention as well as the freshness

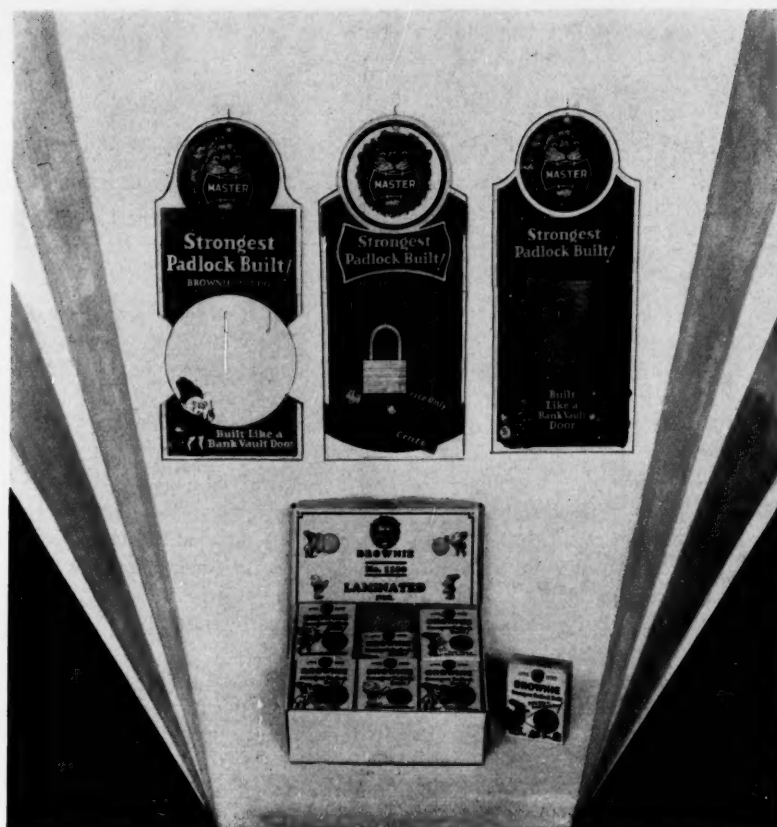


*Colorful displays increase sales of packaged peanuts*

of their display before the public. They use an attractive heavy glass jar, mounted on a green and red Durez Base. The base is attention - getting through its attractive lustrous finish and bright colors. It keeps the jar from skidding or sliding on the counter.

That peanuts have been successfully popularized, is appreciated when you find

that one company is vending them in five-cent bags and reporting an increase in sales.



## Stimulating Hardware Sales

**A Padlock Company Finds That Attractive Packages and Interchangeable Displays Boost Distribution in the Retail Store Field**

THE package has added another feather to its already well-plumed hat, for the hardware store has admitted its undeniable worth and is adopting packages with no mean measure of success. Incredible as it may sound, this article will prove it, for herein lies the story of unusual sales obtained by a keen-visioned manufacturer of padlocks when he turned to attractive packages and the sales-getting displays they inevitably bring. In doing so he has also opened the eyes of many others to the benefits to be derived from packaging products that formerly have been handled in bulk form alone.

Manufacturers of hardware are among the last attempting to market unpackaged merchandise. While it is true that a few of these are gradually overcoming past habits and are packaging their products, the majority has not yet realized the merits of packages and colorful displays in merchandising products of this character.

An object lesson of the value of packages and novel displays in marketing padlocks, essentially a hardware

store item, has been given by the Master Lock Company of Milwaukee, Wisconsin. A campaign conducted by this firm in which packages and displays were used broke all previous records for sales volume during the first month of its inception and established beyond a doubt that attractive packages and counter and wall displays will always win out—even in the hardware store.

Although this field is not an entirely new one for packaged products, it remained for the Master Lock Company to place the final stamp of approval upon the adoption. Its success is a strong indication that many of the smaller utility commodities handled by the hardware store will be packaged in short order. Others will follow suit. The pioneer has appeared and paved the way by presenting most convincing evidence—a successful demonstration. This striking example of the part the package can play in hardware store merchandising indicates that a long-neglected market will soon take on a new lease of life, thanks to the modern packaging art.

# Automatic Cartoning of Margarine\*

**A Packaging Unit Turns Out 3000 One-Pound Prints per Hour—Labor Requirements Are One-Tenth of Former Average under Hand Wrapping Method—Direct Cost Cut 73.8 Per Cent**

SWIFT & Company has been using nine wrapping and cartoning machines for margarine, put up in one-pound prints, in its Chicago plant. Besides the high order of the wrapping and cartoning made available by machine methods, a substantial saving has been made in this department as compared with the previous hand-wrapping process. One machine (Type A Automat) has cut the labor-hours required to one-tenth of the former figure. This does not mean that the services of nine girls have been dispensed with, as would be the case if the machine ran full time. The unit, however, is rightly credited with the indicated labor saving since the girls once used on hand-wrapping are profitably employed on other work. The Chicago plant uses one Type A machine on margarine, and although operation is intermittent, averaging about three hours a day, the output is 3000 pound prints an hour. Labor requirements are one-tenth of the former average under hand-wrapping methods.

A cost study shows \$1198.39 as the total present expenditure for wrapping 2,735,230 one-pound prints. The cost for the equivalent work by hand methods would be \$3008.61. The net annual savings are, in direct wrapping cost, \$1810.22, and in cartons (due to the use of

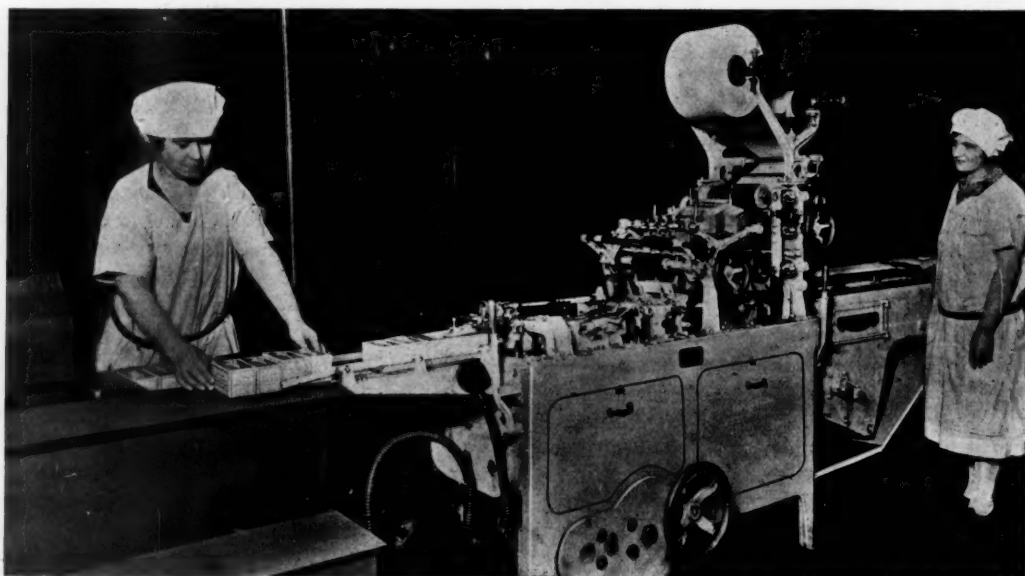
\* A survey made by the A. C. Nielsen Company, and approved by Swift & Company.

the 4 $\frac{1}{2}$ - instead of the 5-panel type), \$410.28—a total saving of \$2220.50 per annum.

The operating department of the Swift company, after a preliminary study, recommended the purchase of the original Automat machine. A complete investigation was then authorized on the basis of the operating department's recommendation. Several installations of the automatic cartoning machinery were inspected by a group which included the sales manager of the Butterine department, the general foreman of the same department, the division superintendent and a representative of the general superintendent's office, together with the industrial engineer.

The Type A Automat machine has met expectations satisfactorily during its two and one-half years of use at the Chicago plant and its performance has been largely responsible for the purchase of seven additional Type A units and one each of Types F and WA. The one-pound prints of margarine wrapped and cartoned on the machine are of uniformly good appearance and there has been a complete absence of complaints on the ground of poor wrapping work.

Repair and maintenance costs have been well within the range considered reasonable for automatic machines of this type and there has been comparatively little loss of productive time. The savings effected in wrapping



*One of the automatic wrapping and cartoning machines in operation at the Swift plant*



and cartoning have been somewhat better than was anticipated and the net gain is sufficient to pay a return of 31.3 per cent per year on the original investment made.

The machine is capable of handling all of the pound print work available for machine wrapping during a part of the department's total working time. Hence machine operation is necessarily on an irregular schedule. The average operating speed, with one girl operator, is 3000 lbs. per hour. This is only a part of the manufacturer's capacity rating for continuous operation, but is considered satisfactory in view of the numerous starts and stops.

Records for the past six months show a total output of 1,367,615 lbs. of machine-wrapped margarine in one-pound prints. All of this was handled by one machine. On the basis of the 3000-lb. operating rate, this output represents about 456 hours of machine time and operating labor. In a normal year of 300 working days, this would indicate an average operating schedule of about three hours per day.

It will be understood that the above figure represents a small portion of the plant's total output. Large quantities of margarine are packed in prints or special shapes of other sizes or in large containers for sale in bulk. The packaging of this output by hand for one year would require about 9117 labor-hours. The cost of the latter alone, at rates paid for that class of work, would be \$3008.61. The equivalent wrapping cost by machine methods is the next item to be considered. Depreciation and average interest at 6 per cent have been calculated for the installed cost of the machine on the basis of a 15-year life expectancy. These two items are \$473.27 and \$227.16 per year, respectively.

Repair and maintenance records for the past year show a total expenditure of \$409.78 on the Automat machine. This sum includes a large charge accrued in a three-month period during which development work was being done on a perforating and dating machine. The normal repair and maintenance charge, arrived at from consideration of the actual expenditures for the remaining nine months, is \$168.84 per year.

Power for machine operation has been estimated on the basis of motor rating, with due account taken of the actual operating schedule. The total cost is shown at \$6.80 a year and is so small in comparison with other items as to make possible inaccuracy unimportant.

Operating labor is charged for 912 hours—about one-



Margarine cartons, flat and assembled

tenth of the amount required under hand methods—at slightly more than the hand-labor rate. This charge is \$328.32. The labor charge for a general utility man employed in the room is believed to be about the same now as would be required with a crew of ten girls engaged in hand wrapping and cartoning.

The total of the five items mentioned above is \$1198.39 per year, equivalent to \$0.044 per cwt. of

margarine handled. The difference between the totals for hand and machine wrapping is shown at \$1810.22 per year—a net saving creditable to the Automat machine which, it must be remembered, is based on an operating schedule averaging not more than three hours per day. On a full time schedule the machine would show an even larger annual saving since fixed charges would increase but one-tenth of the corresponding increase for an equally larger volume of hand-wrapping.

#### COMPARATIVE<sup>1</sup> WRAPPING AND CARTONING COSTS ON 1-POUND PRINTS OF MARGARINE

Machine vs. Hand Labor	
Annual labor costs—former hand wrapping method	
Operative averages 300 lb. per hour on basis of 2,735,230 lb. annually, now put through machine would require 9117 labor-hours	
9117 × \$0.33 per hour.....	\$3008.61
Present costs—labor and mechanical equipment	
Fixed charges on machines:	
Depreciation — \$7099.00 ÷ 15 yr.....	\$473.27
Average interest at 6% 16/15 × \$7099.00 × 0.06/2 .....	227.16
Repairs and maintenance—for the past year (fair average).....	162.84
Power—(1-hp. motor) Estimate based on motor ratings at 75% load and 75% eff.—680 kw.-hr. year: \$0.01 per kw.-hr.....	6.80
Labor—1 girl at \$0.36/hr. × 912 hr....	328.32
Total present cost.....	\$1198.39
Net savings effected by mechanical wrapping	
Per year (difference above).....	\$1810.22
Saving due to using 4½ panel cartons instead of former 5-panel cartons—\$0.15/M × 2735.23M	410.28
Total annual saving.....	\$2220.50
Saving per cwt. of margarine.....	0.081
Cost reduction in per cent of former labor cost..	73.8%
Net return on initial investment.....	31.3%

<sup>1</sup> Data refers only to amount now machine wrapped.

# Aluminum Foil in Packaging

## Beauty, Utility and Economy Obtainable in Wrapping and Decorating Material Extensively Used for Packages

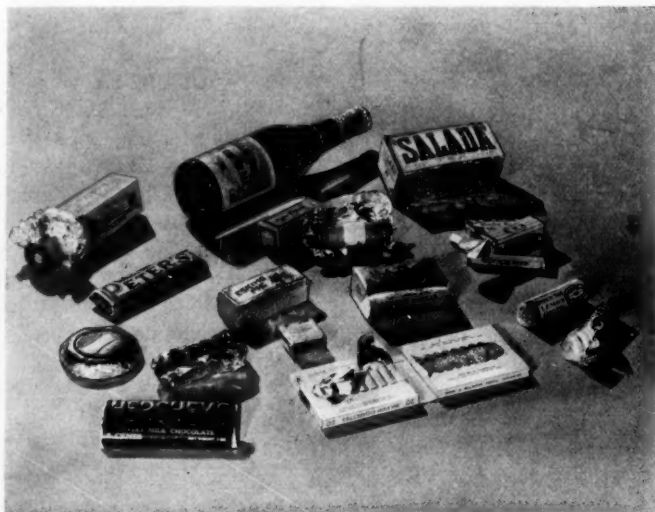
**B**ULK buying and bulk selling of candies and food products were in common practice twenty years ago. This undoubtedly accounted for so many delicacies being made in the home. But even if one were fortunate enough to find fresh candies and food products in the stores, they seemed to lack the appeal that the present-day packed foods and candies have. Candies were just candies; foods, foods. Possibly it was the lack of competition, but today it is different; the attractively packed candy or food stands out and radiates goodness even to the casual purchaser.

In the selection of a material for wrapping and decorating packages, three things must be taken into consideration—beauty, utility and economy. It would be folly to have a beautiful package that was not useful nor lasting; by the same token, it would be unwise to wrap candy merely from the utilitarian standpoint. Even worse, it would be disastrous to make the cost prohibitive because of the beauty of the package. Aluminum foil combines these three requisites—beauty, utility and economy—in a way that is interesting to packer and user alike, and it is quite natural that aluminum—the cooking utensil standard for years—should be used to keep pure foods pure and fresh.

The appearance of a bright metallic surface has always awakened human interest. A highly polished surface emanates an appeal which is entirely lost in paper wrappers, either plain or multicolored. But all metallic surfaces will not retain their lustre and brilliancy. Aluminum foil wrappers keep their crisp brilliant appearance, and age will not discolor them or cause them to lose their lustre and attractiveness. Where the natural finish of aluminum is not desired, the foil may be lacquered. Aluminum foil may be printed with any design and in any color the packer desires.

The non-toxic qualities of aluminum make the foil of

this light metal particularly adaptable for use around food products. Not only does the foil keep pure foods and confections pure but it keeps them fresh, for the metal is practically impervious to light, to liquids and to gases. There is less danger of the product drying out or becoming stale; it retains the goodness, crispness, flavor and freshness it had the day it was made even though it may be consumed many months after it has been packed. In this day of quantity production with markets many miles away from the source of manufacture and packaging, this is no small item of consideration in food packaging.



*A few examples of the use of aluminum foil in packaging*

**T**HE light weight of aluminum and the ease with which aluminum foil may be handled and worked not only add to the utility of the metal for packaging but to the economy of packaging as well. Aluminum has a specific gravity of 2.7 while the specific gravities of the other metals commonly used for foils are from three to four times as much. This means that the covering area of a pound of aluminum foil is materially greater than that of

lead or tin or composition foil; and where large amounts are employed in packaging, shipping costs may be reduced by the use of the lighter foil.

The covering area of a pound of aluminum, tin and lead foils is given in Table 1. Since there is such a vast difference in covering area, the pound price should not be taken as the basis of consideration, but rather the price per unit of covering area.

Possibly one of the first uses of aluminum foil for packaging was in connection with chewing gum. From chewing gum the use of metallic wrappers rapidly extended to confections, especially the five and ten cent candy bars. But the use of aluminum foil is by no means limited to the small candy bar. Individual pieces of candy are often wrapped in aluminum foil, while highly embossed, lacquered or printed aluminum foils are employed in



ornamenting candy boxes. Other food products which are wrapped in aluminum foil, or in which aluminum foil is used in connection with the packaging, include tea, coffee, cakes, cheese, yeast and ice cream bars.

TABLE 1. COVERING AREAS OF FOILS

* Thickness		Covering Area per Pound		
		Square Inches		
Inches	Millimeters	Aluminum	Tin	Lead
0.00024	0.006	43300	16037	10358
0.00026	0.007	39200	14148	9378
0.00031	0.008	32900	12185	7850
0.00035	0.009	29200	10800	6950
0.00039	0.010	26200	9700	6240
0.00043	0.011	23750	8800	5660
0.00047	0.012	21700	8050	5180
0.00051	0.013	20000	7450	4770
0.00055	0.014	18550	6900	4425
0.00059	0.015	17300	6400	4125
0.00063	0.016	16200	6000	3860
0.00067	0.017	15200	5650	3630
0.00071	0.018	14400	5300	3430
0.00075	0.019	13600	5050	3250
0.00079	0.020	12900	4800	3080
0.00086	0.022	11900	4400	2830
0.00094	0.024	10850	4000	2590
0.00102	0.026	10000	3700	2340
0.00110	0.028	9300	3450	2210
0.00118	0.030	8650	3200	2060
0.00126	0.032	8100	3000	1930
0.00134	0.034	7600	2800	1815
0.00142	0.036	7200	2650	1710
0.00150	0.038	6800	2500	1620
0.00157	0.040	6500	2400	1550
0.00177	0.045	5800	2100	1375
0.00197	0.050	5200	1925	1235
0.00216	0.055	4700	1750	1125
0.00236	0.060	4300	1600	1030
0.00276	0.070	3700	1375	830
0.00315	0.080	3200	1205	770
0.00354	0.090	2900	1070	690
0.00394	0.100	2600	960	620
0.00787	0.200	1169	432	279

Aluminum foil lends itself very readily to the packaging of not only cut tobacco but cigars and cigarettes as well. The cigar manufacturer makes use of foil in several different ways. One is to wrap each individual cigar in a small piece of embossed foil. This keeps the cigar intact, and preserves its freshness, moisture and aroma. Then again some cigars, instead of being individually wrapped, are wrapped in bundles of two, three or five or as desired. The third method of using foil is in connection with the cigar box as a liner.

**B**ESIDES the use of foil for wrapping food products and tobaccos, there are other uses for aluminum foil. It is used for wrapping soaps, and in the packaging of films. The stems of the flowers in a corsage may be attractively held in place by means of foil. The modern, neat and attractive bottles of ginger ale, grape juice and other beverages owe a large part of their appeal to the use of a piece of aluminum foil on the neck of the bottle. Aluminum foil is also employed as a liner for certain types of bottle seals and caps. The ready workability and attractiveness of aluminum foil makes it particularly adaptable for use in ornamental window and showcase displays.

Aluminum foils are backed in a number of different ways: (1) with wax paper; (2) with paper attached to the foil by means of glue, and (3) with paper cemented

to the foil with chemically pure asphalt. Some foil, of course, is used without any backing; while in some instances, specially treated papers are used for backing. Both backed and unbacked foil can be used for hand packaging and in connection with automatic packing machines. However, the use of unbacked foil for hand packaging is limited and largely depends upon the size and shape of the commodity being wrapped. The types of aluminum foil which are used with various products are listed in Table 2.

TABLE 2. TYPES OF ALUMINUM FOIL USED

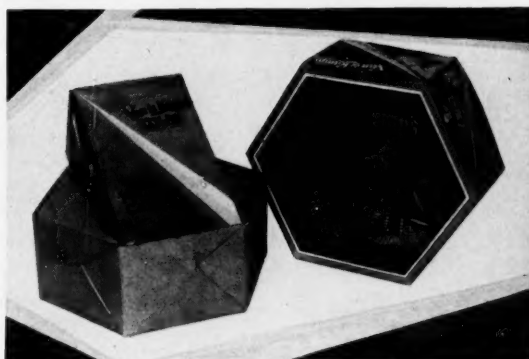
Commodity	Type of Foil
Bottles	Unbacked
Bottle caps and seal liners	Unbacked
Cake	Waxed paper backed
Cheese	Waxed paper backed or backed with specially treated paper
Chewing gum	Waxed paper backed
Coffee	Asphalt backed or glue lined paper backed
Confections	Waxed paper backed or unbacked
Corsages	Unbacked
Films	Waxed paper backed
Ice cream bars	Waxed paper backed
Soap	Waxed paper backed
Tea	Unbacked
Tobacco	Glue lined paper backed
Yeast	Unbacked

Note: The foil used in connection with any of the above commodities may be either plain, embossed, lacquered or printed.

## An Unusual Cake Package

**T**HE accompanying illustration shows an unusually distinctive new box used by Van de Kamp, Holland Dutch Bakers of Los Angeles and Seattle, for its amber fruit cake. The six-sided box, with its picturesque wind mill and unobtrusive, yet commanding coloring foretells its contents—a cake for the epicurean taste. The background is a deep blue with the lettering in silver. The narrow white border and the light blue at the edges bring out the cover design in strong relief. The sides are well illustrated with typical Dutch scenes in a conservative modernistic design with a minimum of prominent lettering.

The interior has a false compartment at either side to give the appearance of greater size and to afford protection from breakage. The cake itself is covered with boxboard and a glossy paper wrapping in a design of silver and the various shades of blue used on the cover.



The unusual shape of these packages assures display space for the product

# Production of Tooth Paste and an Antiseptic

**Listerine and Listerine Tooth Paste Are Produced and Packaged Efficiently and Economically at the New Plant of the Lambert Pharmacal Company in Jersey City, New Jersey**

*By K. M. REED*

**F**ORESIGHTEDNESS in the construction of manufacturing plants is the order of the day. The time has passed when provision for present needs is sufficient, and progressive manufacturers are building not only for the needs of today but for the years to come.

The new plant of the Lambert Pharmacal Company is an excellent example of foresightedness in plant construction. The building itself is of modern construction and large enough to permit expansion of both the production and packaging departments to approximately double the present capacity without the sacrifice of the high standard of efficiency which has been achieved by the present arrangement of machinery.

The color scheme throughout the building is gray and white—colors highly suggestive of the antiseptic qualities of the products. The use of these colors also encourages the maintenance of a high standard of cleanliness throughout the plant. The floors in the bottling department are laid with linoleum which permits greater ease in cleaning and adds to the comfort of the operators employed in this department.

Gravity is used wherever possible to convey the finished products and packaging materials to the various departments. The sixth floor contains a modern laboratory equipped with thirty-four glass-lined enameled tanks for the production of Listerine. A series of pipe lines convey the finished product to the bottling department on the fourth floor.

Chutes convey the corrugated shipping cases from the fifth floor where they are assembled to the end of the conveyor belts leaving the wrapping machines on the fourth floor which is devoted to the packaging of this

product. This practice permits greater ease of operation of the bottling department as well as effecting a saving of time and labor in this department. Large quantities of packaging materials are stored on the fifth floor and withdrawn as required to meet production needs.

Listerine is bottled in four sizes—14 oz., 7 oz., 3 oz., and 1 1/4 oz. Four lines of packaging machinery, each adjusted to a different size, comprise the packaging equipment for this product.

Empty bottles are stored at one end of the packaging floor. They are withdrawn as required and placed by hand in the receiving end of the washing machines. In these machines the bottles are subjected to a thorough washing and then placed upright on a conveyor belt leading through a heated drier. Leaving this portion of the washing machine, the washed and dried bottles travel on a conveyor belt to the intake end of the filling machines.

**T**HE filling machines are of the rotary type. Bottles leave the conveyor belt at the left of the machine, enter the machine and receive the proper amount of the liquid, which is piped directly to the machine from the laboratory on the sixth floor, and leave the filling machine to pass directly

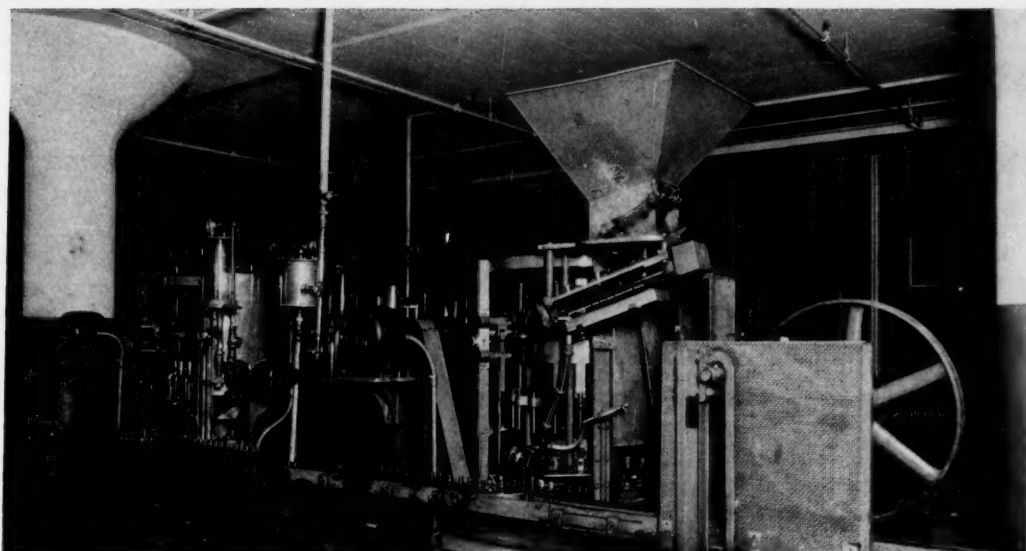
on to the receiving portion of the corking machine.

This machine contains a large hopper which is kept continuously supplied with tapered corks. Corks are inserted in the necks of the bottles and as they leave the machine they pass under a vertical wheel which pushes the corks into the bottles level with the lip.

After passing through the corking machine the bottles travel on a conveyor belt to the labeling machine. As



*Details of the packages employed for Listerine and Listerine tooth paste*



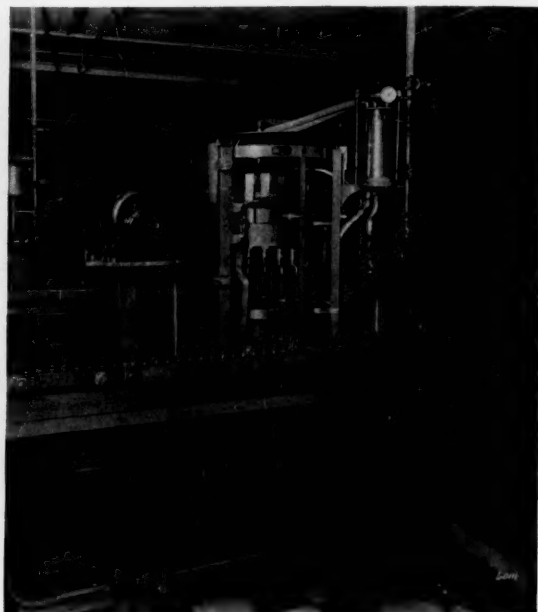
*Bottles move directly from filling machines to corking machines*

raised lettering is employed on the glass bottles the labels must be placed in proper position on the bottles with reference to the lettering. This problem was solved by an attachment on the labeling machine which turns the bottle on the belt to the proper position to receive the label. Glue is applied to both the front and back labels and they are automatically placed in position on the bottle and pressed firmly into place before the bottle leaves the labeling machine.

Operators stationed at the outlet of this machine inspect the bottles for imperfect corking or scratched labels and then insert the bottles in the receiving end of the machine which completes the packaging operations.

Magazines in this machine are stacked with paper wrappers and circulars, corrugated protecting wrappers for the sides, circular corrugated protectors for the ends, and paper end seals. A small conveyor equipped with pockets is kept supplied with the corkscrews which are included in each package.

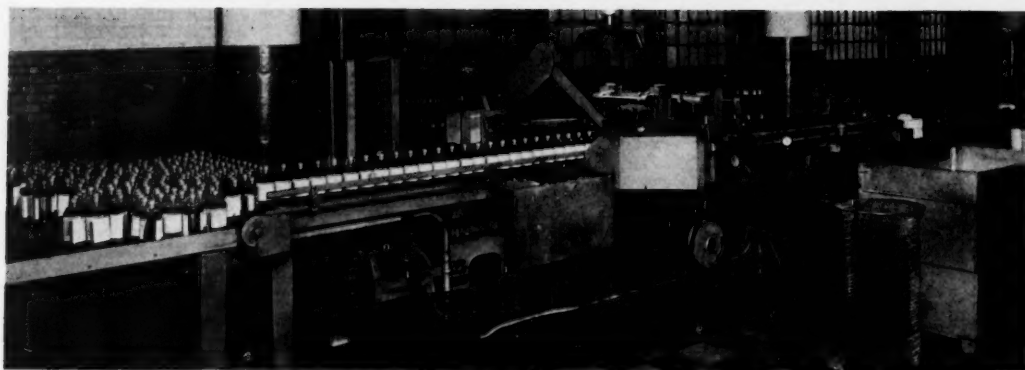
**T**HE machine feeds a wrapper, corrugated protector and circular from their magazines and assembles them. A bottle is then taken from the conveyor by the machines, tipped over and the wrapper with the corrugated protector and circular formed around it and the longitudinal seam of the wrapper glued. Then a cork-



*Rotary filling machine for Listerine*



*Automatic labeling of Listerine bottles*



*Corked and labeled bottles move in a continuous line to the wrapping machines which produce the finished packages*

screw is taken from the conveyor and placed at the neck of the bottle inside the wrapper. Next, a circular corrugated end-protector is taken from each magazine and placed one at the bottom and one at the top of the bottle. Then, the ends of the wrapper are folded over and a round paper end-seal is taken from each of the magazines, glue applied and one placed at each end of the package over the folded ends of the outside wrapper. This machine has a speed of forty-five bottles per minute.

The above description applies to the 14 and 7 oz. bottles only. The machines wrapping the two smaller sizes perform the same operation with the exception that no corrugated protection is used and the final end closure is effected by means of sealing wax which is supplied from heating tanks in the machine and applied to the ends of the outside wrapper.

Upon leaving this machine the wrapped bottles are again inspected and another circular is affixed by means of an elastic band which is placed around the wrapped bottles.

The shipping cases are delivered at this point by means of chutes from the floor above and are filled by operators, sealed and again placed on chutes which convey them to the finished goods storage room on the floor below. From here they move again to the shipping room on the second floor.

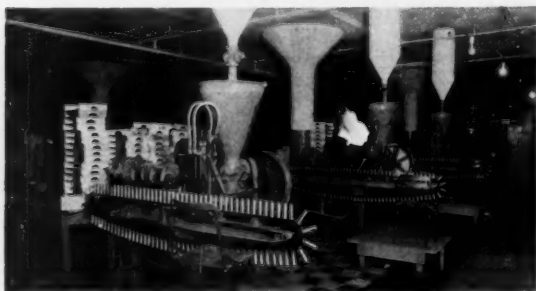
The production and packaging of Listerine tooth paste also takes place under similar sanitary conditions. Although entirely separated from the departments handling Listerine, the method of operation has been worked out on the same scientific principles.

THE tooth paste is mixed on the sixth floor and placed in hoppers going through the floor which feed the filling machines on the floor below. Empty tubes are inserted in the cups of the filling machine by operators stationed at the receiving end. The filling unit, which fills two tubes at the same time, is designed so that there is no undue agitation of the material and consequently no "fluffing" or separation of the paste. The filling is done from the bottom up so that there is no air trapping. From the filling station, the tubes move successively to other stations, where they are closed, folded, and clipped. The clipping device forms a clip from a strip of previously prepared clip stock, places the clip on the end of the tube and attaches it firmly. After the clip has been attached the tubes are taken from the machine by operators stationed at this end, who inspect the tubes for defective closure or scratched surfaces, and place the perfect tubes in white enameled racks.

The tubes in these racks are placed on a table at the feeding end of the cartoning machine. This machine is supplied with folding cartons and printed circulars. The tubes are inserted into the opened cartons pushing a folded circular into the carton at the same time, and the ends of the cartons are tucked in.

Leaving this machine the filled cartons are ejected on to the packing tables where they are hand packed a dozen to the box in small containers. These in turn are packed in shipping cases which are sealed and conveyed by means of chutes to the storage room on the third floor.

The present arrangement of both packaging departments permits a maximum out- (Continued on page 58)



*Automatic filling of tooth paste tubes*



*Cartoning machine wraps tubes in circulars before cartoning*



# Two-in-One Packages

**Packaging Can within Can, Tube within Tube and Carton within Carton, the Eastman Kodak Company Solved the Problem of How to Place in Same Container Chemical Powders That Deteriorate When Mixed**

*By JOHN WINTERS FLEMING*

**H**OW to package in the same container chemical powders that deteriorate when mixed together was the problem facing the Eastman Kodak Company and this was solved effectively and economically by packaging these chemical powders can within can, tube within tube and pill box within carton.

More specifically, the problem was how to package in four containers the materials for the following four chemical processes used in developing photographs and photostats, one to each container: photograph developer powders, photostat developer powders, photograph acid fixing powder, and photostat acid fixing powder.

To understand the difficulties presented, it is necessary to delve more deeply into the chemistry involved in photography.

Photography, whether the simplest, smallest, most inexpensive box camera is used, or the most elaborate, complicated and expensive motion picture machine, is made possible solely because of one chemical fact: what are known as the haloids of silver (the bromides, chlorides, and iodides of silver) are sensitive to light.

The plate of the professional photographer's camera, the reel of the motion picture photographer's machine,

the film in the amateur's kodak or box camera, all are made up of these haloids of silver mixed with other chemicals that serve to make even greater their light sensitiveness.

**W**HAT happens then when a picture is taken is simply this: The lens of the camera is opened. Light waves pass through the lens, strike the camera's plate and affect the haloids of silver that make up the plate with the result that a latent image is formed on the plate, an image that is invisible and that is undetectable save by chemical treatment known as developing.

Stated in other terms, the light waves entering the camera through the opened lens strike the camera's plate and reduce or break down the haloids of silver into metallic silver because of the light-sensitiveness of the haloids. To develop this latent, invisible, undetectable image formed on the camera's plate by the breaking down of the haloids of silver, into a real, visible image, or negative as it is known, four chemical processes are utilized. The actual developing of a picture necessitates two chemical steps. An after-process, known as the acid fixing bath, follows the developing, and comprises two more steps.

The powders used in solution in the two steps of developing are called photograph developer powders and photostat developer powders, as the case may be. Similarly the powder used in the acid fixing bath's two processes are termed photograph acid fixing bath powder and photostat acid fixing bath powder. The two powders used in the developing process cannot be mixed together or they will deteriorate. Likewise, if mixed together, the powder used in the acid fixing bath would deteriorate. Still, both powders are essential to both processes. How to pack these two developer powders and two acid fixing bath powders in two containers, one for each type, was the problem. It was solved by the Eastman two-in-one package.

**P**HOTOGRAPH developer powders come in the Eastman Elon Quinol developer tube, more familiarly known among the trade as the "M-Q Tube." It is a small, round, glass container, only three and one-quarter inches long by five-eighths of an inch in diameter. In this container there are two corks, sealed in. The inner cork separates the container into two sections and acts at the same time as a bottom for the first section and a



*Double packages solve the problem of keeping chemical powders separate*



top for the second. Thus simply, effectively, and economically (for the "M-Q Tube" retails for a nickel) are the photograph developer powders packaged.

It is interesting to note briefly how these two developer powders function. The first powder loosens up the coat of emulsion that covers the camera plate and thus allows the second powder, when applied in solution (as all the powders are), to get right down to work and make the latent image into a real one by chemical reaction with the reduced haloids of silver which are now metallic silver.

Similarly, the photostat developer powders (a photostat is a photographic copy made on paper in such a way

with the light when the negative was printed and spoil the picture.

The application of the second acid fixing powder, in solution of course, is to re-harden the plate's outer coat of emulsion, the plate's protective covering, that has become soft with the frequent immersions of the plate in the developing and fixing processes. Or, in other words, to preserve the negative.

In this way the Eastman Kodak Company has made easily, simply and economically available, with no sacrifice of efficiency or effectiveness, the powders necessary for man to develop and preserve photographs.



*Two examples of two-in-one packaging*

that the image is not reversed) come in two-in-one packages, this time in fibre cans, each three and three-sixteenths inches deep by three and seven-sixteenths inches in diameter. These cans have two covers. Removing the top cover reveals a small tin cup in which one of the powders is set. The base of this small cup acts as the top for the rest of the can in which the remaining photostat developer powder is packaged.

The photographic acid fixing powder and the photostat acid fixing powder come in two-in-one, rectangular, cardboard cartons, each powder available in three sizes: quarter-pound, half-pound and pound cartons. This acid fixing process, as stated before, is a double one, just as the developing process is, and it also necessitates the usage of two sets of powders that, if mixed, mutually deteriorate. Thus the acid fixing powder comes in two packages within one, a smaller, rectangular, cardboard carton within a larger one.

IT is also worthwhile to note the two steps in the acid fixing bath. The first application of the powder in solution removes the light-sensitive materials left on the plate after the haloids of silver have been developed. If this step was not taken the light-sensitive chemicals that were originally with the haloids on the plate (to increase the haloid's own light-sensitiveness) would react

## New Ideas in Metal Packages

A somewhat new departure in the use of metal containers is evident in the adoption of lithographed tin coverings for glass bottles and jars in small sizes. In one of the examples shown, the Duska skin cream package comprises an octagonal-shaped glass jar, provided with a screw thread, which is enclosed in a square lithographed metal container. A lined, screw-top cap, also of lithographed tin, is used as a closure. The red color of the background, together with black lettering and a floral and fountain decoration make an attractive package which conforms to the general plan of the other packages put out by Langlois.

The Russia Cement Co. makes use of a similar package for Signet Peacock Blue ink and combines an inner glass bottle with a metal outer container. By means of the



*The brilliant colors of lithographed tin combined with the usefulness of glass*

tin container it is possible to secure a lithographed reproduction of the peacock decoration which is the trade mark of that particular brand.

The advantages of these types of containers as compared with those ordinarily used for this purpose are obvious. There is less danger of breakage and spillage and the surfaces offer a greater opportunity for distinctive decoration. Both of the examples shown are products of the Metal Package Corporation, 110 East 42nd St., New York City.

# Color Trends in Packages--III\*

Harmonious and Striking Effects Encourage Display by Dealers and Invite Attention from Buyers

By GEORGE RICE

**G**REEN, lavender, pink, blue, yellow, peach, rose and delicate pastels, as charming and as beautiful as the old-style nosegays, tint the coverings of some of the most popular and successfully selling packages and containers of the present time. The connoisseurs of color who formerly devoted most of their technique to colors in dress, carpets, drapes and wall paper, have been using their talents in the packaging industry to such extent lately that many of the ordinary forms of packed merchandise are selling better because of the radiant nature of the surfaces of the cans or the boxes.

Foodstuffs, paints, face powders, gift novelties for grownups and children, confections of all sorts and dozens of commercial things that now go out in an attractive way are not only opening up new markets but are increasing the volume of sales in the old markets.

A survey of the display windows of department stores, drug stores, grocery stores or stores of any kind will prove to any observer that the man who is in charge of the window decorations has to make a special effort to display merchandise contained in packages that will catch the eye because of their colors or designs. He will not put a plain box in the window although it may contain a beautiful and saleable article.

A manufacturer of a fine line of stationery told me that he could not get the window trimmers to display his goods in show windows until he engaged the services of an expert designer of package coverings who worked for a while with his brushes and pigments and finally produced a set of clear, legible advertising labels, free of discordant and bizarre effects but sufficiently colored to make it worth while for the window men to use the boxes of envelopes and writing paper as a part of the window decoration. It cost more for the boxes, but the increased sales resulting from show-

ing the boxes of stationery in the street windows offset this cost and in addition increased the popularity of the goods.

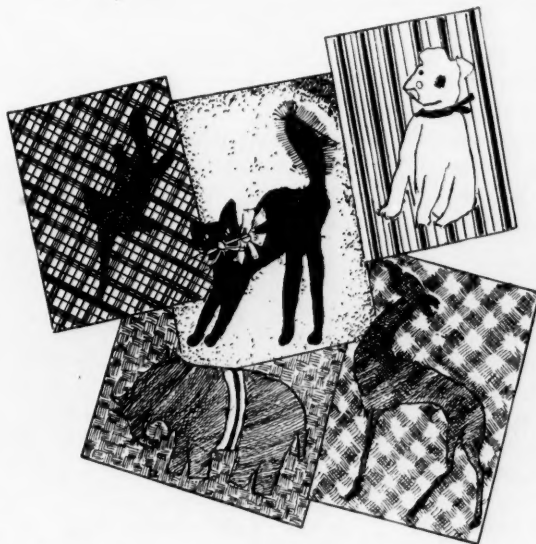
**W**HAT a variety of opinions one may get from men who are in high standing in the art of package decoration by simply questioning them personally or communicating with them through the mails! According to the information I received from a certain source, the futuristic designs in packaging trend toward brilliancy. The cubist patterns are going to be even more gay and vari-colored than they are now. Mellow-toned effects are fast coming into their own and the designer who can handle them in a pleasing manner will have a good demand for his output. Another says that the latest trend seems to be for two-color effects, varying

the tones by the employment of the ground on which the colors are painted, stencilled, printed or otherwise impressed. A favorite presentation, for instance, is a silver-like hue on a dark base. The silvery parts shade off in a manner described by the person I conversed with as if they were swimming about in the dark without definite direction.

Perhaps criticism on the drastic pattern changes from the plain and conventional types of some years ago to a more sane phase might be appreciated by many persons who are interested in the packaging industry, but my personal observations are that plain

stuff does not go well. No one seems to want a fantastically colored covering, but for commercial reasons all seem to want just enough of the fantastic to make the colors and designs catch the eye of prospective buyers of the goods contained in the packages.

**M**ANY a good man who has real art and competency in the matter of package design has had his work junked before it gets on the market or is already in the



*Colorful coverings of boxes containing gifts of novelties for children usually have an increased merchandising value when objects from animal life are included in the designs*

\* The first and second instalments of this article appeared in the September and October issues.

market in the form of a small or a large number of packages. The packages may not exactly be thrown out of the window just because the colors or the patterns are unsuitable to fit into the present-day styles, but they may be placed on the job-lot counter of unsatisfactory packages.



*A wooden frame is made a convenient size to handle when making colored designs for packages*

All of which means a financial loss for some one, usually the management of the factory producing the packages. Hence a form of stencil printing frame may come in handy to experiment with colors and designs before executing the main order. Stencil printing of the kind we



*The frame is then covered with silk bolting cloth and the parts not occupied by the design are made opaque with varnish*

mean is different from hand block printing, stamping, or the old process of stencilling letters, figures, dado borders in rooms or any of the ceiling work accomplished with stencil plates by interior decorators. This kind of stencil work involves the use of a common wood frame, made a convenient size to handle when trying out designs with various colors which may be thought out as the pattern is built up.

A variety of figures can be executed and various colors applied until a colored design which it is thought will do is made. The wooden frame is covered with silk bolting cloth which can be procured at any dry goods store and this cloth is smoothly and securely fastened to the wooden frame. It will be necessary to make as many frames as there are colors to be used. A five-color pattern will require five frames. After the bolting cloth is securely fastened on the frames, the proposed design is traced on the cloth with a pencil or with chalk and all of the remaining surface of the cloth—that is, the parts not traced is filled in with varnish, collodion, shellac or any similar liquid substance which will make the untraced parts opaque. No coloring matter must pass through these opaque portions but it must pass through the untreated or the traced portions so as to make the design. The color is applied with a brush or any instrument which will cause it to go through the open portions of the design on the silk bolting cloth. The coloring substance is mixed to the proper consistency for this purpose, so that while it will go through the finely traced lines, it will not be so loose as to blur. If a three-color pattern is proposed, three separate frames will be needed, each traced with

its part of the design to carry its particular color. Thus various colors can be tried out easily by using the frames with various colors and hues until the most pleasing effect is obtained. Then when this is accomplished, arrangements can be made for the permanent color setting and the order finished accordingly. I can remember the time when this sort of work was accomplished with hand printing blocks but the silk stencil can be utilized to better advantage.

### New Glue Container

A marked departure from the conventional glue container has been successfully worked out by the Rogers Isinglass and Glue Co., Gloucester, Mass., for its product "Rogers Liquid Glue" which is packed and distributed by the National Cantube Co., Inc., of Chicago.

The container has the features of both a can and a tube, without the collapsibility of the latter. The function of the collapsible tube is obtained by means of a metal



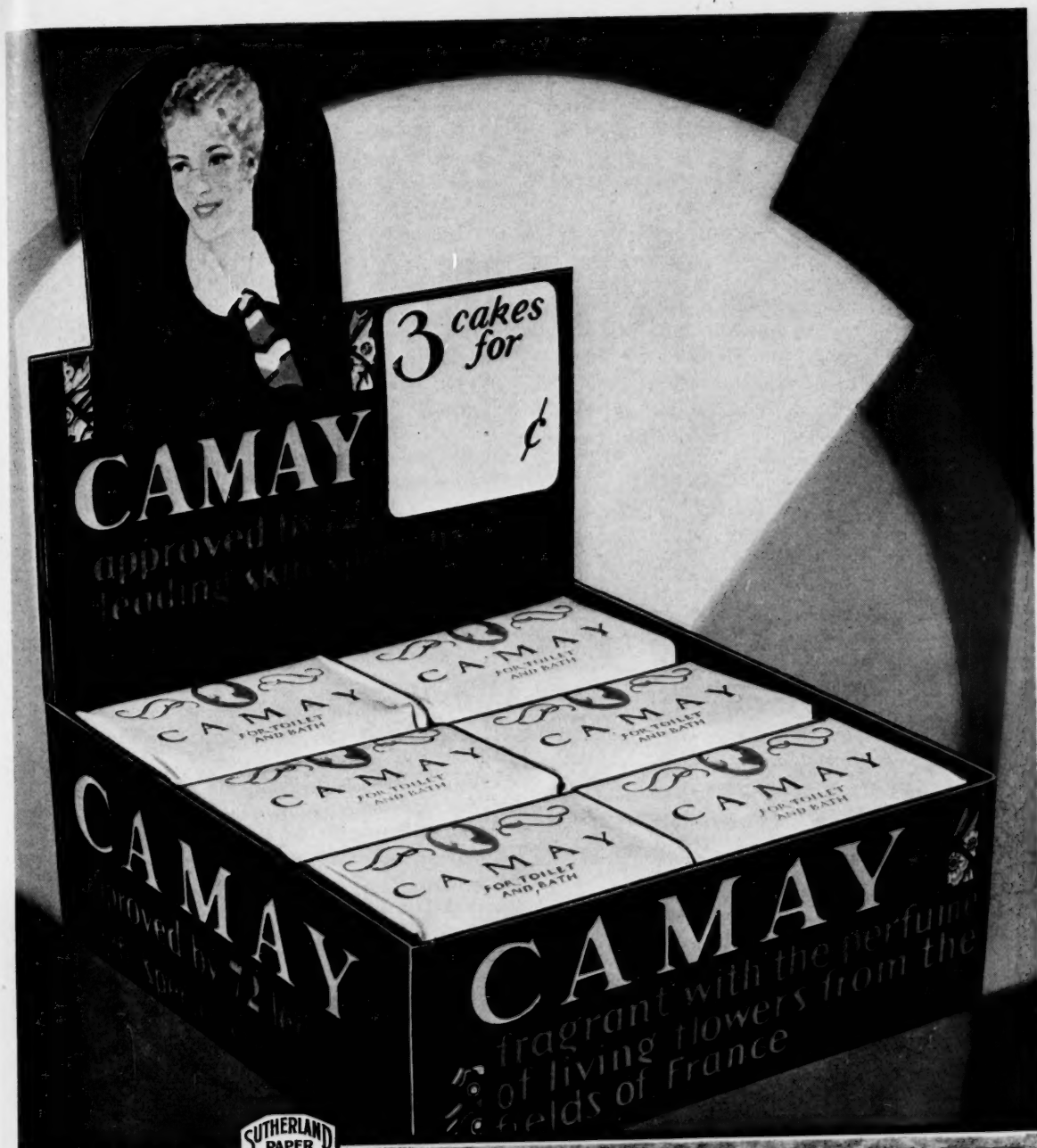
*The unusual feature of this container is the mechanism at the base, which regulates the flow of the glue*

plug in the bottom which, when turned slightly to the right (the cap at the top having been removed) emits the glue in a steady, even flow through a tiny hole punctured in the mouth covering. The spring-like mechanism of the plug stops the flow the moment the pressure of the hand is released.

CONTINUING its expansion policy during the last year and a half, the Borden Company announced recently that contracts had been signed whereby it will acquire either the stock or the assets and business of eight additional companies operating in five states. The companies are:

Sharpless-Hendler Ice Cream Co., operating in Wilmington, Del., and adjacent territory; Dairy Dale Co., and its subsidiaries, which are: Dairy Delivery Co., Riverdale Creamery Co., San Francisco Dairy Co., Capital Dairy Co., Fresno Jersey Farm Dairy Co., and Green Mountain Dairy, operating in San Francisco, Sacramento, and Fresno, Calif., and immediate vicinity; Springfield Dairy Products Co., and the Purity Ice Cream and Dairy Co., operating in Springfield, Ohio, and environs; Terre Haute Pure Milk and Ice Cream Co., operating in Terre Haute, Ind.; A. H. Barber & Co., and Grunert Cheese Co., operating in Chicago and the Middle West, and Hammond Dairy Co., operating in Hammond, Ind.





NATIONALLY KNOWN  
NATIONALLY USED

# Sutherland Cartons

MANUFACTURED BY

**SUTHERLAND PAPER COMPANY**

Main Offices and Mills

KALAMAZOO, MICHIGAN



## Among Package Users

**T**HE Emerson's Bromo Seltzer, Inc., has been organized as a holding company to acquire substantially all of the outstanding stock of the Emerson Drug Co., manufacturer of Bromo Seltzer, and all of the stock of the Maryland Glass Corp. All three companies have headquarters in Baltimore.

**T**HE McMarr Stores, Inc., have acquired the Continental Food Stores Inc., of Denver, the Piggly Wiggly Co. of San Francisco and the Coast Piggly Wiggly Co., operating 175 stores in Colorado, California, Wyoming, Nebraska and New Mexico. McMarr now will have about 1350 stores.

**A** consolidation of three large grocery store chains of Canada has been accomplished. The new firm, with estimated annual sales in excess of \$150,000,000, includes the National Tea Company, Dominion Stores, Ltd., and the Loblaw Groceries Co. Merger of the three will give an organization with 2250 units in the United States and Canada.

**T**HE William R. Warner Co., of New York City, manufacturer of Sloan's Liniment, Nuxated Iron, Stacomb, Formamint and other products, and owner of Hudnut Perfumes, has purchased the Waterbury Chemical Co., of Des Moines, Iowa, which makes physicians' specialties.

**T**HE Diamond Crystal Salt Co., St. Clair, Mich., manufacturer of Diamond Crystal and Shaker Salt, has been acquired by the Postum Co., Inc. The Postum group of companies now manufactures more than twenty nationally advertised products in the food industry.

**T**HE annual convention of the Associated Grocery Manufacturers of America, Inc., formerly the American Grocery Specialty Manufacturers Association, was held at the Mayflower Hotel, Washington, D. C. on Nov. 5, 6 and 7. The meetings were followed by a conference with the Federal Trade Commission on November 9.

**T**HE Postum Company and Goldman Sachs Trading Corporation have completed negotiations for the purchase of all patent rights to the Birdseye Quick Freezing Process, according to Colby M. Chester, Jr., president of the Postum Company. The proposed acquisition includes the business and good-will of the General Seafoods Corporation of Gloucester, Mass., which has been using the new process for about two years in the refrigeration and distribution of fresh fish to many parts of the world. The assets acquired will be held by Frosted Food, Inc., about to be organized, and the Postum Company will own a majority interest in Frosted Foods, Inc., and direct its operations.

**L**OFT, INC., has signed a contract with McKesson & Robbins, Inc., under which Loft candies will be sold exclusively by a group of 18,000 stores throughout the United States and Canada which are closely affiliated with McKesson & Robbins. Distribution will be effected through 65 branch jobbing houses of the McKesson & Robbins concern. The initial order placed by the company for Loft candies amounted to 65,000 lbs. The stores affiliated with the drug concern are known as the McKesson Service Stores.

**T**HE Beatrice Creamery Co., Lincoln, Neb., announces the acquisition of twelve companies whose combined sales in 1928 were \$27,658,000. The companies are as follows: A. F. Thibodeau Co., Detroit; Sumner Co., Akron; Fort Madison Creamery Co., Fort Madison, Ia.; Centrox Dairy, Centerville, Ia.; South Side Dairy Co., Lincoln; Greeley Creamery Co., Greeley, Colo.; Callahan Dairy and Harry E. Grafeman Co., St. Louis; Tullis Ice Cream Co., Dealia, Mo.; Omaha Dairy Products, Omaha, and Gough Catering Co., Colorado Springs.

## Washington Correspondence

**T**HE problem of how to sell more goods at less cost is now before the Department of Commerce. It costs a retail grocer approximately two cents to make a sale of each purchase item (defined as the usual quantity of every product ordered, as for example, five bars of five-cent soap, and 10 pounds of sugar), it was stated recently by officials in connection with a survey of the grocery trade in Louisville, Kentucky.

It was stated that in the light of this finding the importance of increasing the size of the individual order is obvious. This may be accomplished by changes in the packaging of small cost items to increase the size of the purchase unit, or by arranging such items so that most of the purchasers will wait on themselves, thus reducing the selling expense per unit.

**F**OUNTAIN pen exports, the value of which amounted to \$1,846,000 during 1928, or approximately \$400,000 more than the total for 1927, require careful packing, according to Thomas E. Lyons, assistant chief of the transportation division, Department of Commerce. Most of the fountain pen orders were shipped by parcel post, due to the high value per unit and the small bulk.

"As a rule pens are placed in a cardboard box made to accommodate 12 pens, with cardboard to separate each pen from its fellows. The entire shipment put up in this style of box is then wrapped with heavy corrugated board before being inclosed in waterproof paper. The package is then covered with ordinary wrapping paper and tied two or three ways with heavy twine. In some cases, where several of the dozen unit sizes are placed in one package, the parcel is tied with tightly drawn wire.

"In most cases pens are shipped completely assembled. Sometimes, however, it is necessary to remove gold points and pack them separately to avoid paying duty on the entire pen at rates usually assessed on gold."



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# MODERN PACKAGES

## *for* YOUR MERCHANDISE

### Folding Paper Boxes

For the individual package made of fine quality Box Boards. Printed in bright colors from your own designs or designs created in our own Art Department.

### Plain Shells

For tight-wrapped packages

### Corrugated or Solid Fibre Shipping Cases

Made of fine quality high test Liners and Corrugated Straw Board, printed in Bold Poster Style in bright colors built to carry your merchandise safely to destination and

### Specially Designed

Corrugated Shipping Cases to carry odd shaped, fragile or hard to pack merchandise on cushions of air safely to your customers.

At Consolidated Paper Co., you have at your service — Paper Mills producing 700 tons of Paper a day — Box Factories of very large capacity completely equipped for speedy and economical production — an Art Department and a Package Designing Department.

*An opportunity to serve you will be appreciated*

CANDY

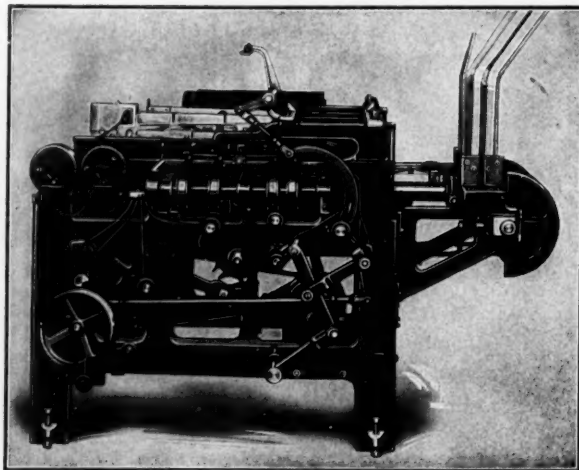
700 TONS  
DAILY PRODUCTION

YOUR  
MERCHANDISE

CONSOLIDATED PAPER COMPANY  
MONROE MICHIGAN



**Three Gum Carton Sizes—130 Wax-wrapped Packages per Minute  
All Handled on One Machine**



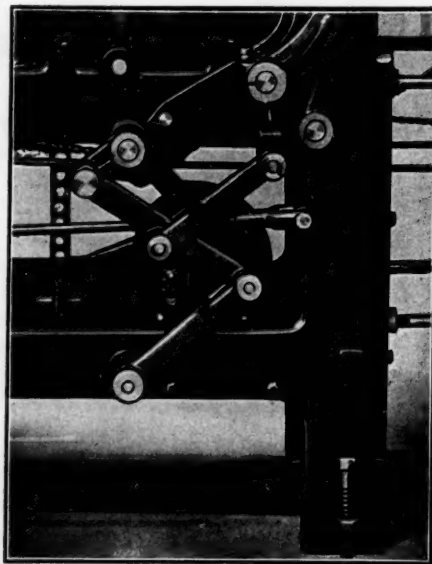
**Model 33**

Special construction with magazine intake. For high speed continuous duty wrapping, balanced sturdy mechanical design is needed.

Model 33 reaches high speed without vibration, and with a surprising noiselessness of operation—as all cams are eliminated on the machine.

*Instead the patented rocker and link movement here illustrated is used.*

So accurate is the machine's design that even at speeds of 130 per minute, changes from one size package to another take only five to eight minutes' time.



*For details write to*

**BATTLE CREEK WRAPPING MACHINE COMPANY**

*Manufacturers of Automatic Wrapping Machinery*

**BATTLE CREEK, MICHIGAN**

London Office: C. S. duMont, Windsor House, Victoria St., Westminster, S.W.1.

See our Data  
in the  
PACKAGING CATALOG

# HIS WINDOWS KEPT OUT THE RAIN



**HOSE** were the days—when the merchant set his own scales, bought in bulk, redressed his windows in an off moment and in an offhand way. Competition had yet to try his power of selection. The box was a victim of suspicion. With false bottoms and small portions, you never were sure of your money's worth—so they said.

Through resourceful appeals and intelligent presentation, manufacturers are lifting retail selling to a higher plane. The windows that kept out the rain no longer keep out the customers. Standards of value, quality and weight—attractiveness, cleanliness, convenience and brand recognition, have all come with the boxed article.

More interesting shapes, more color, copy more readable, designs more inviting—are increasing the responsibility of the box. And the material—the boxboard—is fundamental in developing the sales reaction.

What are you doing to make packaged products stand out in close competition? The selection of Ridgelo Clay Coated Folding Boxboard is the first step to improvement. Its coated surface reproduces letterpress or lithography, sharply and cleanly. It is firm and durable. Try it and compare!

*For boxes modern in character and appeal—*

**RIDGELo CLAY COATED FOLDING BOXBOARD**

*Made by*

**LOWE PAPER COMPANY**

**RIDGEFIELD, N. J.**



IT was recently announced by the Division of Simplified Practice of the Bureau of Standards, Department of Commerce, that Simplified Practice Recommendation No. 93—Paper Shipping Tags, should be considered effective from Sept. 1, 1929. The receipt of signed acceptances from a sufficient number of manufacturers, distributors and users of paper shipping tags to insure the general adoption of this simplification program has made possible this announcement.

IT has recently been announced by officials of the U. S. Department of Agriculture that standards of packages in which fresh prunes are marketed for both size and weight have been recommended by the trade. The package known as a "suitcase" varies considerably in size, with net weights varying from 14 to 18 lbs. The packing of small prunes and looseness and slackness of packs are regarded as sales deterrents. It is recommended that the "suitcase" be made of heavier material or be provided with a cross-partition similar to that in a cherry box, and that all packages be provided with heavier paper and curtains.

THREE trade practice conferences have been authorized by the Federal Trade Commission. Times or places for holding them have not been determined. The meetings will be for the following industries: Paper bag manufacturers, distributors of field and grass seed, and manufacturers of veneered containers for fruits and vegetables. Representative groups of the industries applied to the commission for holding the conferences with a view to providing for elimination of unfair methods of competition.

The paper bag manufacturers who applied represent seventy-five per cent of the grocers' bag industry, and will take up such subjects as inducing breach of contracts; repudiation of contracts; imitation of trade marks; defamation of competitors; and price discrimination.

Representatives of the fruit and vegetable containers industry applying for a conference compose at least sixty-five per cent of the trade. They will take up such subjects as secret rebates; interference with contracts; misbranding; misrepresentation of competitors' products; and false and deceptive statements regarding business policies.

**L**ABELS on chewing gum must not imply that fruit juices or true fruit flavors were used in the gum when in reality the flavoring was artificial, says the Food, Drug and Insecticide Administration of the U. S. Department of Agriculture in a statement recently issued. One shipment of gum misbranded in this respect has been seized and the case is pending in court. The text of the statement follows:

"The Federal Food and Drugs Act defines food as including all articles used for food, drink, confectionery or condiment. Chewing gum contains as much as 75 per cent, or even more, of soluble sugars and is held to come within the purview of the act if shipped within its

jurisdiction. An opinion to this effect was made public in 1915.

"The attention of the Food, Drug and Insecticide Administration which is charged with the enforcement of the act, has been directed to the fact that many brands of chewing gum, mostly of recent origin, are misbranded with respect to composition. These products are labeled to indicate that they contain fruit juice or true fruit flavor, when in fact they are characterized by their content of artificial flavor. The misbranding consists in the use of both misleading designs of fruit and misleading names and statements.

"Steps should be taken immediately to bring such labels into compliance with the law. The Administration is enforcing strictly those provisions of the act that are applicable in the case of chewing gum that is misbranded in the above-indicated manner."

**A**MERICAN canned sardines and salmon are staple articles of food among the inhabitants of the Dutch East Indies, which provide a growing market for food-stuffs from the United States, it was stated by the Department of Commerce. About \$1,000,000 worth of these products are consumed each year in the islands.

American canned vegetables could be sold in this market in much greater quantities than is now the case. The present predominance of European lines is due partly to the fact that these trade marks are long established and partly to the lower prices quoted. If American exporters would shade their prices slightly they could compete on even terms and it would not be long before their brands became popular.

### Packaging for the Air

(Continued from page 39) less than the hazards of shipping by boat or rail. He admitted that, with every surplus ounce of weight counting against the container, only light-weight boxes can make the aerial grade. But he called attention to the fact that the first merchandise shipped into San Francisco from the East by air was in wooden packages and he added: "When commercial packages are shipped by air the wooden box manufacturers expect to make a strong bid for the business."

**W**HILE the burden of educating big and little business in the art of packaging for the air will rest principally upon the shoulders of the leaders of the package industries, it is only fair to acknowledge a little help from the outside. For example, there is the propaganda of air transport interests such as the Railway Express Agency which is operating transcontinental Air Express Service on designated aerial routes. The agency has set about creating business by suggesting classes of merchandise well suited to transmission by air—commodities such as wearing apparel, sporting goods, retailers' supplies, small machine parts, etc. Incident to this drive, suggestions are offered for packaging, packing and marking for the air. A recent investigation by the U. S. Department of Commerce disclosed the fact that one

# **Collapsible Tubes and the JONES CONSTANT MOTION CARTONER**

**T**HE Constant Motion Cartoner almost seems to have been specially designed for the solution of certain packaging problems. Conspicuous among these is the cartoning of collapsible tubes.

The packaging of tubes has long presented several difficulties to the builder of cartoning machines. These difficulties are largely due to certain characteristics inherent in the nature of the tube itself. Tubes are unstable in any position—they offer no firm base for use in loading—they are frail in structure and exceedingly susceptible to distortion.

In the Constant Motion Cartoner, tubes are held in buckets in the loading position. Loading is accomplished by applying a gradual, even pressure to the base of the tube as it travels smoothly through the machine with the carton. There is no stop, no sudden pressure on the tube as it is loaded into the carton. Therefore, there are no damaged clips, there is no distortion of the tubes, there are no messy jams at the loading point. The tube and circular are slipped into the carton as gently, smoothly, and positively as if the operation were performed by hand.

As a result, tubes are packaged in the Constant Motion Cartoner at double, or even triple, the speed possible with the old type, cam operated machine, and this without damage to the tubes and the excessive spoilage which always accompanied high speed operation on the old type cartoner.

Millions of tubes of shaving cream, tooth paste and cosmetic creams are packaged daily. Many of the largest manufacturers of these products, recognizing the definite superiority of the Constant Motion Cartoner, have already adopted this machine as standard equipment, even at the cost of discarding the old style cartoning equipment they had in use.

Even though you have no present intention of purchasing a cartoner, can you afford to miss at least seeing this machine? There is a Constant Motion Cartoner in use near you. May we arrange to show it to you in operation under service conditions?

**Ask the Man Who Has One**

*He will tell you that:*

*Never Before Has So Much Work Been Done, So Perfectly, With So Little Mechanism*

**R. A. JONES & COMPANY, INC.** P. O. BOX 485  
CINCINNATI, OHIO



of the most important tasks which is devolving upon aerial deliverymen consists in the rushing to distributors of new merchandise models and the advertising cuts and mats necessary for the local announcement of the novelties. This connection, in turn, is bringing about an intimate relationship between distribution via airplane and the style equation which is now the key element in many lines of trade. Indeed, Uncle Sam's Chief of Aeronautics Information, Harry H. Blee, touched the king pin of potentialities when he recently remarked: "Through the use of the air express, merchants in cities removed from the style centers are able to offer the latest style creations days in advance of their competitors."

Finally, and doubtless most amazing to the uninitiated, is the role of the package not as a passive stowaway in the express compartment but as a vehicle of service, aboard the airplane en route. The first hint of this package career came with the introduction of a generation of special bon voyage packages destined for air travelers. On the heels of that comes a routine, utilitarian career for packages in ministration of the needs of passengers. For example, just consider that, in a large proportion of cases, the meals set before air travelers are served in packages. Alice Foote MacDougall, who is operating "air restaurants" on the largest air liners, tells me that brief as is the history of this enterprise it has already demonstrated the great value for this service of the thermos types of packages.

### Production of Tooth Paste and an Antiseptic

(Continued from page 48) put with minimum labor and expense. Spotless cleanliness prevails throughout the plant and every detail of production has been accorded careful consideration. Manufacturers of similar products who are contemplating the erection of new plants would do well to study this one.

#### MACHINERY AND SUPPLIES

Washing and drying machines: U. S. Bottlers Machinery Co.  
Bottling machines: U. S. Bottlers Machinery Co.  
Corking machines: U. S. Bottlers Machinery Co.  
Labeling machines: McDonald Engineering Co.  
Wrapping machines: F. B. Redington Co.  
Tube filling machines: Arthur Colton Co.  
Tube cartoning machines: F. B. Redington Co.; R. A. Jones & Co.

### Among Supply Manufacturers

**T**HE Whiting-Patterson Co. announces the removal of its New York offices from 261 Canal St. to 386 Fourth Ave., New York City. A large display room will be arranged at their new address, which was not possible in their former quarters. L. D. Deverich is the local manager.

**T**HE Du Pont Cellophane Co. announces the addition of W. L. Hall to assist in creating and designing packages to help manufacturers market their products more successfully. The Cellulose Cap division of this company announces the addition of A. E. Gunnell to the sales force.

**T**HE New York office of the Package Machinery Co., Springfield, Mass., has been transferred to the seventeenth floor at 30 Church St. from its former occupancy on the sixth floor. George A. Mohlman is manager of the New York territory for the company.

**A**NNOUNCEMENT is made of the removal of the Philadelphia office of The Giles Can Co. and Phoenix-Hermetic Co., from 1211 Chestnut St. to 505 Fox Bldg., Market and 16th Sts. The new office remains under the direction of C. B. Dow.

**G**EORGE H. SWEETNAM, INC., is now located at 286 Portland St., Cambridge, Mass., in a new plant. The former address of this company was 641 Atlantic Ave., Boston. The new telephone number is Porter 6140.

**T**HE Bates Valve Bag Corp., Oswego, N. Y., has been taken over as the machine division of the St. Regis Paper Co. Eighteen machines for the making of wire ties used for fastening flour and other sacks and for binding concrete reinforcing materials together have been set up. Other machines will soon be shipped from the Chicago plant. The firm will also manufacture other products, principally machines of an automatic type for filling bags with cement and plaster, and bag making machines. C. H. Hartman will be manager and C. J. Bennett superintendent.

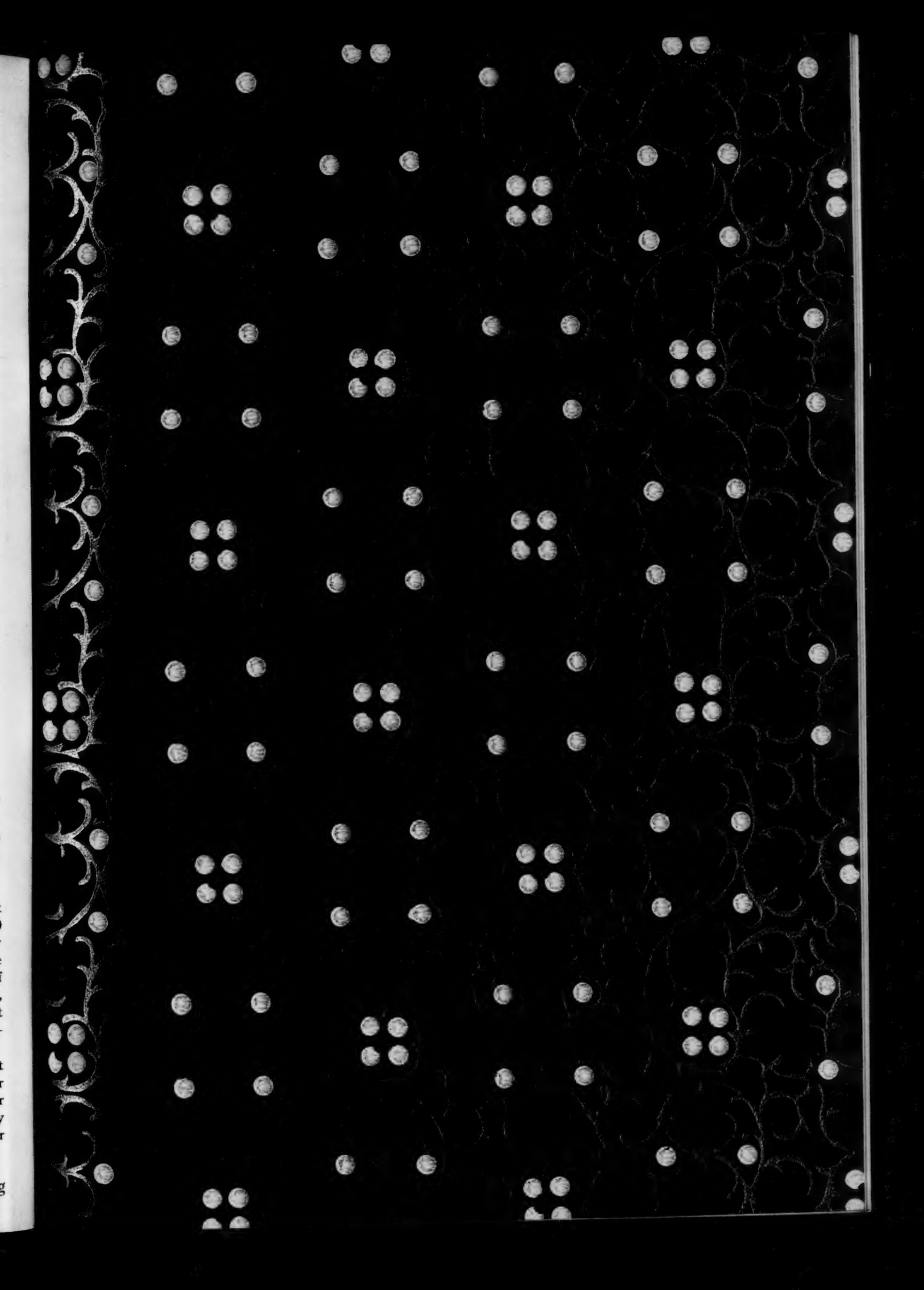
**T**HE Republic Engraving & Designing Co. is opening their fourth branch plant, which is located at 156 Second St., San Francisco, Cal., to take care of the large volume of business and as a service to their many customers out on the west coast.

The other three plants are located at Chicago, Ill., Brooklyn, New York, and St. Louis, Mo.

John H. Kerr is president, and R. L. Duncan is secretary of this group of plants. Mr. Leslie J. Huntsberger is the manager of the new branch at San Francisco. The company specializes in the making of hand-engraved rubber dies for the printing of corrugated boxes and rubber printing plates for all printing purposes.

**T**HE Sylvania Industrial Corp., incorporated last April with an authorized capitalization of 450,000 shares of common stock of no par value, is headed by Dr. Roger N. Wallach, former vice president of the Grasselli Dyestuff Corp. It has acquired a tract of land of over 100 acres near Fredericksburg, Virginia, on the Rappahannock River, on which a modern plant consisting of a power plant and a number of manufacturing buildings is under construction.




This company has entered into a working agreement with the Belgian Societe Industrielle de la Cellulose for the exclusive rights to their patents and processes for the North American continent. The Belgian company has manufactured successfully transparent viscose paper for several years.



WHERE EVER THE SUN SHINES  
ON PAPER BOXES  
THERE——

**THE SUNRISE LINE**  
**of Beautiful Fancy Papers**

IS GLISTENING ON  
SALES-COMPELLING PACKAGES

 *DRESS UP YOUR BOXES*  
*SPEED UP YOUR SALES*  
 *REDUCE PACKAGING COSTS* 

**SPECIFY THE SUNRISE LINE**

ASK YOUR BOX MANUFACTURER  
OR WRITE US FOR SAMPLES

**MATTHIAS & FREEMAN PAPER CO.**

**143 N. FIFTH ST.**

**PHILADELPHIA**







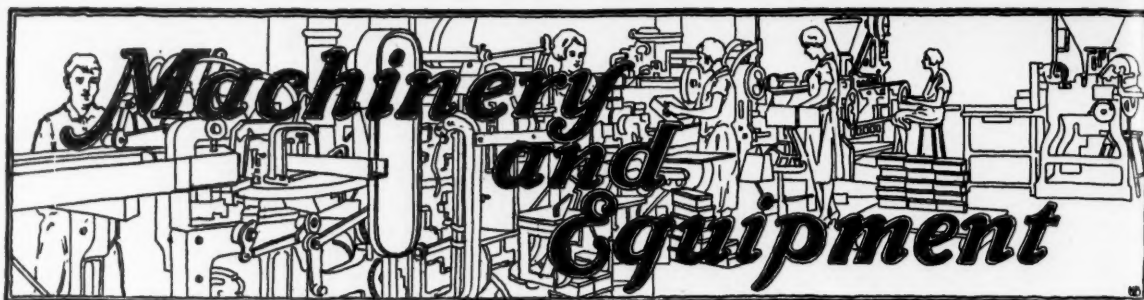


DESIGNERS/ ENGRAVERS/ ELECTRO-  
TYPERS/ TO THE PACKAGING INDUSTRY

**CRESCENT  
ENGRAVING  
COMPANY**  
KALAMAZOO, MICHIGAN

Wherever packaging is a factor, the booklet "Sales Appeal in Modern Packaging" has created tremendous interest. Crisp copy defining the current problems in modern packaging . . . photographs of varying types of package requirements . . . every page an inspiration to better merchandising.

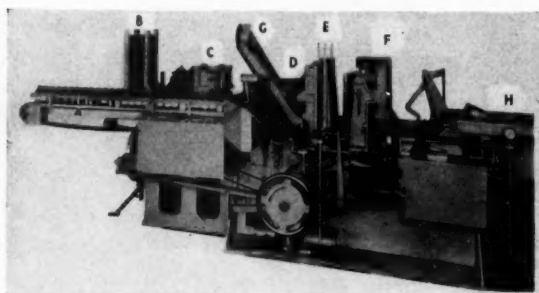
It will be a pleasure to send you a copy of this new packaging booklet. Request it today on your business stationery.



## Wrapping Machines for Listerine

THE accompanying illustrations show two types of machines which are used in the packaging of Listerine. Type 54A is used for the 3-oz. and 1 $\frac{1}{4}$ -oz. packages, the operations being as follows: "A" is the intake conveyor on which the bottles, standing upright, are fed into the machine directly from the labeling machine. "B" is the circular magazine, "C" the wrapper magazine and "D" is the corkscrew conveyor. A circular and wrapper are fed from their respective magazines and assembled; a bottle is taken from the intake conveyor, tipped over, the circular and wrapper are placed around the bottle, and the longitudinal seam of the package folded. Then the ends of the wrapper are folded over and sealed with sealing wax. The machines are built to handle one size only and operate at the rate of 60 bottles per minute.

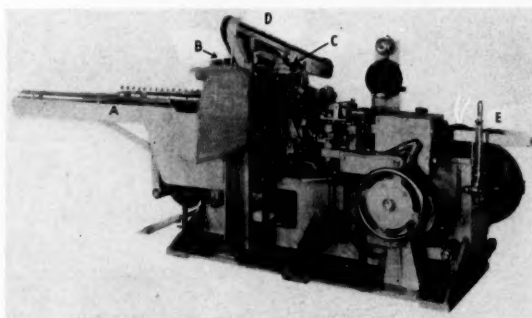
Type 54B is used for the 7-oz. and 14-oz. packages of Listerine. Similar to type 54A these machines are not adjustable and handle one size only. Referring to the illustration, "A" is the intake conveyor. The bottles enter the machine in an upright position, being fed directly from the labeling machine. "B" is the magazine in which the corrugated protectors are stacked. "C" is the magazine in which the flat (unfolded) circulars are placed, while the wrappers are stacked in magazine



Type of wrapping machine used for 14-oz. and 7-oz. bottles

"D." The two magazines at "E" hold the circular corrugated protectors that are placed at the top and bottom of the bottle. At "F" are the two magazines into which are stacked the circular paper end-seals. "G" is a small conveyor consisting of a series of pockets. An operator places a corkscrew in each of the pockets of this conveyor. The machine feeds a wrapper, corrugated protector and circular from each respective magazine and assembles

them. A bottle is taken from the conveyor and tipped over. The wrapper, together with the protector and circular, is formed around the bottle and the longitudinal seam of the wrapper glued. Then the cork screw is taken from the conveyor and placed at the neck of the bottle. Next, a circular corrugated end protector is



Wrapping machine for smaller sizes of Listerine

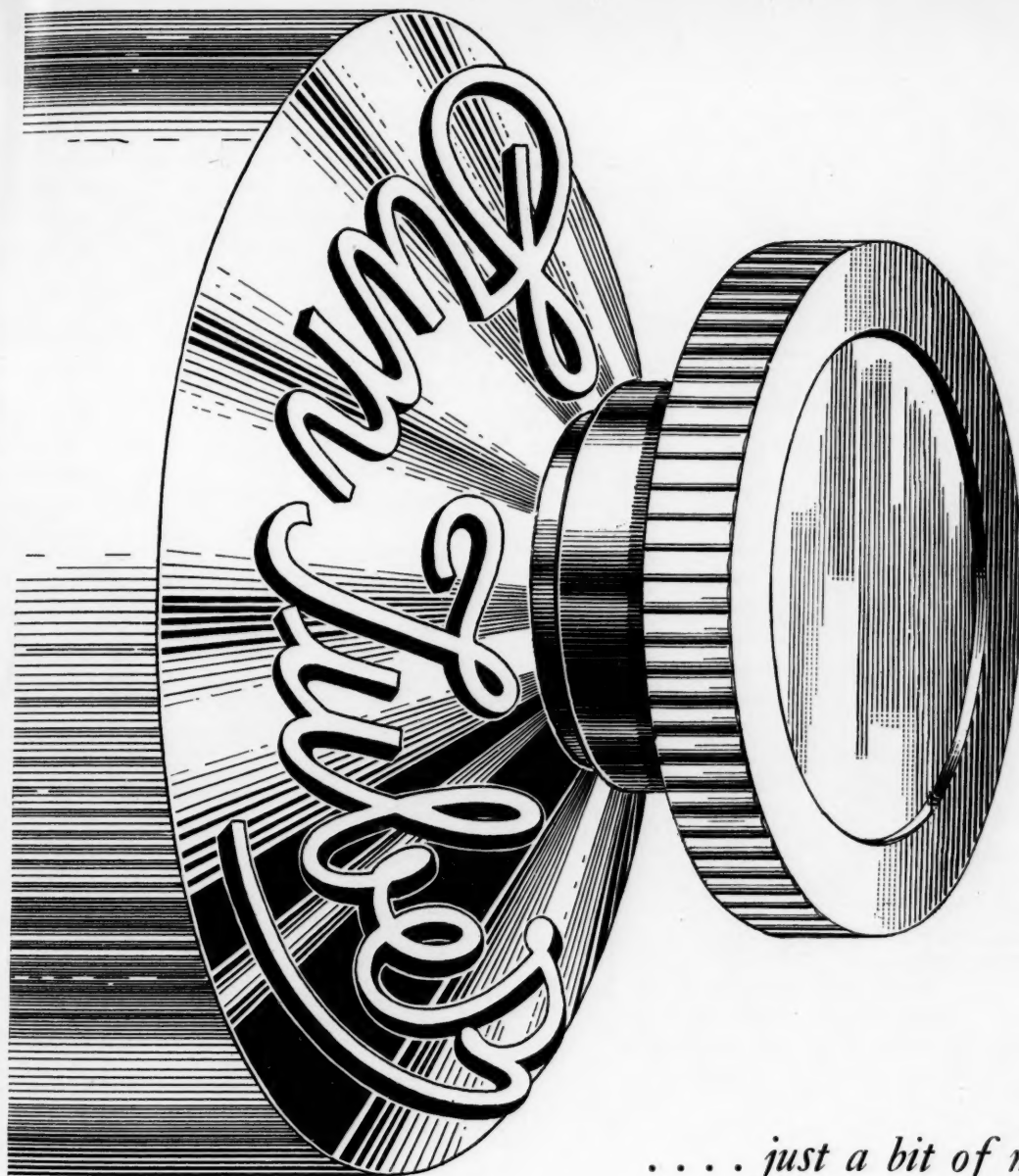
taken from each of the two magazines and placed, one at the bottom and the other at the top of the bottle. Then the ends of the wrapper are folded over. A round paper end-seal is taken from each of the magazines, glue applied, and one placed at each end of the package. The completed packages are discharged through belts at "H." This type of machine is operated at the rate of 45 bottles per minute.

The machines illustrated and described are products of the F. B. Redington Co., 112 South Sangamon St., Chicago, Illinois.

## A Special Filling Machine

AN interesting automatic filling machine has been constructed by the Pneumatic Scale Corp., Norfolk Downs, Mass., for the Carl H. Schultz Corp., New York City, which uses second-hand bottles that vary as much as one-half inch in height. The machine had to be built sufficiently flexible to handle bottles with this variance which were going through the machine continuously and were of different heights so that it was necessary to adjust automatically for each bottle as delivered.

The machine could not be equipped with rubber hose but had to have special solid metal connections as the contract specifically called for a machine with all filling



HILLSIDE, N. J.

... just a bit of news

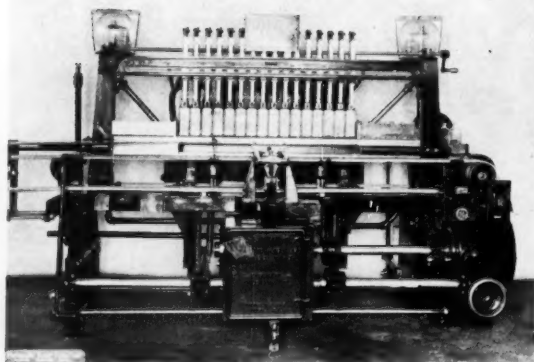
, ... for *Sun Side*, ... that are selling faster than we can make them, we are striving to make them more rapidly.

*Frank J. Lynch*

President

P. S. ... and obviously better.



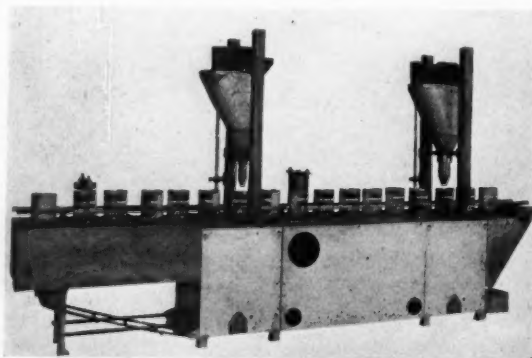


*Filling machine for citrate of magnesia*

parts made of pure nickel. However, before beginning work on the machine several tests were made with samples of the company's product, citrate of magnesia. It was found that pure nickel, which had proved satisfactory on nearly every other machine built, did not stand up under the action of this particular brand, the reason being that the citric acid content was unusually high. This acid affects practically every metal obtainable in the ordinary channels. At the suggestion of the Schultz chemist, all filling parts and the supply tank were made of aluminum, a happy choice as the company has subsequently discovered.

### **A Powder Filler for Cans**

THE accompanying illustration shows a type of automatic filling machine for use on powdered materials. This machine is manufactured by the Stokes & Smith Co., Philadelphia, Pa. The machine consists of two filling stations connected with an automatic conveyor. The operator places the empty can on the intake conveyor and the can is then carried under the first filling station where the bulk load of the material is filled by volume. The can is then automatically carried over a settling device to the second filling station where the dribble load is filled in on a gross weight scale. When the desired weight has been filled the can is automatically carried away and the plunger presses the top of the



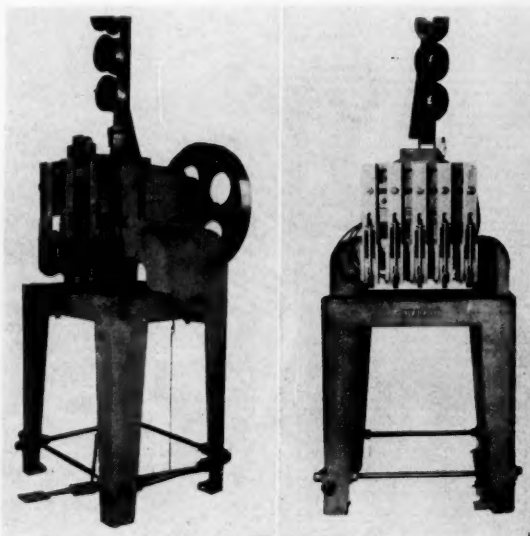
*Automatic filler for powdered materials*

powder so that it is level below the top edge of the can which is crimped on.

This filling machine has a capacity of 15 to 20 filled cans per minute and is equipped to fill 1-, 2 $\frac{1}{2}$ - and 5-lb. cans of powdered material. In changing over from one size to the other it is only necessary to use different filling augers, which are supplied, and change the guides on the conveyor for the different sizes of cans. The machine is entirely automatic and is equipped with automatic trips so that when there is no can there is no fill.

### **New Stitcher for Fastening, Closing and Assembling Paper Bags and Boxes**

A new model of a multiple head wire stitcher, which operates on a patented principle and incorporates simple and rugged construction, is being manufactured by the New Jersey Wire Stitching Machine Co., Cam-



*Side and end views of multiple head stitcher*

den, N. J. This machine was given a brief notice in the August issue of MODERN PACKAGING.

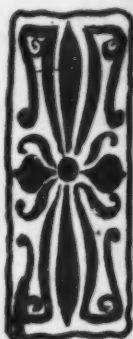
The stitcher is operated by a connecting link or rod from a crankshaft such as is used in motor cars. Much care has been taken to make it durable and foolproof. Only tried and true mechanical motions are employed. The heads of the multiple head stitcher are readily detachable by removing a single bolt. They can also be moved along the actuating bars to obtain different center distances between staples, functioning similarly to a nailing machine. If it is wished to cut out one or more of the heads while the others are operating, all that is necessary is to stop the wire from feeding to those heads.

The feed rolls are of one piece and do not require any springs to provide for tension and adjustment. These machines are made up to a capacity of stitching through one inch of material and clinching. The stitcher head has seven parts, of which only three move. The cutters have eight cutting edges. The wire is under absolute



**SUNRISE BREAD**

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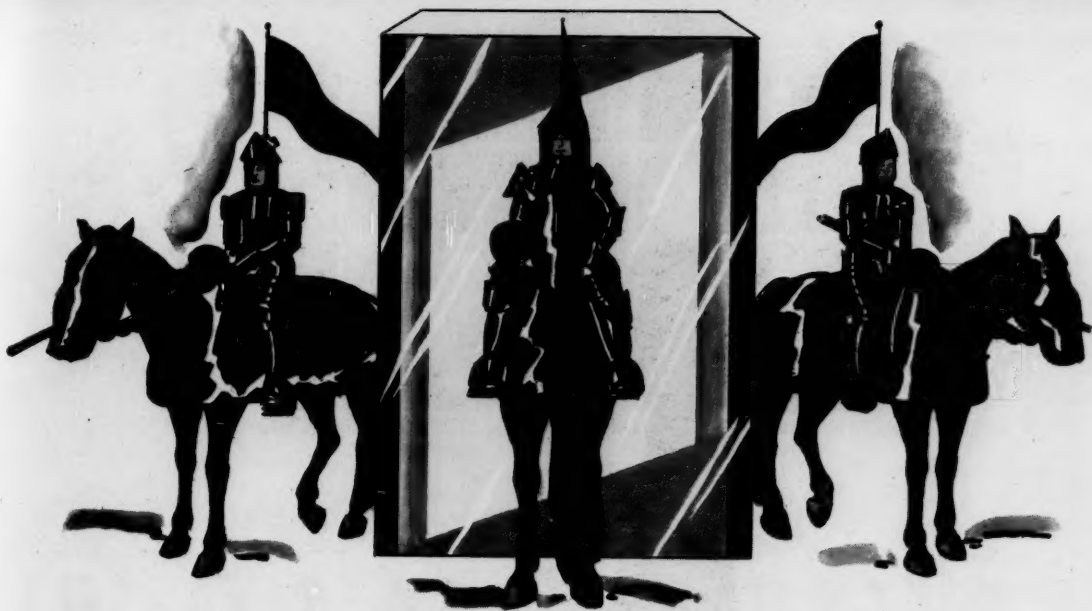


**SUNRISE BREAD**



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# Sanigenic Guards

**S**ANIGENIC Quality Waxed Papers are the sure defense against the constant attack of the ever-present destructive elements—because it is moistureproof, greaseproof, dustproof, can be hermetically sealed and yet transparent enough not to

obscure your carton. Sanigenic Waxed Papers are obtainable for every purpose. There are tints and colors to match the color scheme of your own container. It can be obtained in rolls or sheets, printed or plain and in suitable weights.

WAXED PAPERS FOR  
EVERY PURPOSE

**AMERICAN TISSUE MILLS**  
HOLYOKE, MASS., U.S.A.







# Sanigenic Guards



**I**T'S the Waxed Wrapped Package that has the call today. Mrs. John Public knows the value of a sanitary package — of course the waxed wrap made it so — and Mr. Storekeeper appreciates its lower sales resistance. You will appreciate what Sanigenic Waxed Papers will do to increase the

sale of your product. A transparent wrapper, too, and in white, or if you prefer, in a color to harmonize with your package.

Our Merchandising Department will be glad to confer with you on designs and ideas to improve on your present package.

**AMERICAN TISSUE MILLS**  
HOLYOKE, MASS., U.S.A.





REG. U.S.

PACKAGE WRAPPING GUMS  
LABELING PASTES  
CASE SEALING GLUES  
PICKUP GUMS  
OVERLAP PASTES  
BOTTLE LABEL GUMS  
TIN PASTES  
CARTON SEALING GLUES

—a Mikah Product for every sticking and sealing purpose, machine or hand.

## From the daintiest box or package

to the bulkiest carton or shipping case, there is a Mikah Product admirably suited to every labeling and sealing requirement.

No boxes or packages with peeling, loose, flapping labels or smeared, unsightly overlaps. No carton or case that will not reach its destination because of brittle, untrustworthy unions. Mikah Products do their jobs dependably—their quality always is uniform. A third of a century of laboratory research and know-how stands

squarely back of them. Mikah Products are made by the

*Largest producer of adhesives in the world!*

Eight modern plants and twenty-one warehouses at strategic distribution points—no business can be remote from National Service.

# NATIONAL ADHESIVES CORPORATION

Executive Offices: NEW YORK

We are interested in National Adhesives. Please have representative call.

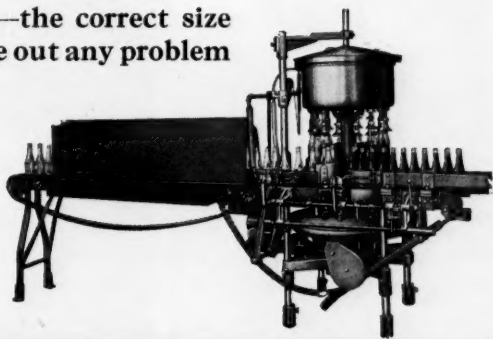
MP1

# WEIGH THIS! CAREFULLY

One or more (we hope) Horix "Haller" Fillers—the correct size and type for your needs—will completely balance out any problem you may have in filling.



Handles with facility—  
light or heavy liquids—  
catsup—chili sauce—  
soups—vinegar—oils—  
medicines—ink, etc.



The standard for the past twenty years

## HORIX MANUFACTURING COMPANY

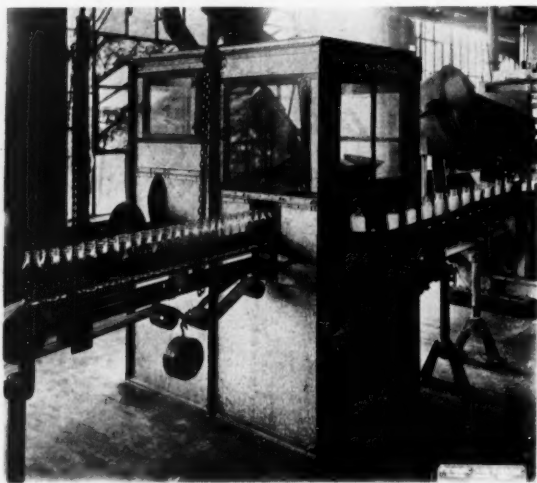
Manufacturers of "Haller" Hand and Automatic Filling Machinery  
Corliss Station, PITTSBURGH, PA., U.S.A.

control at all times, incurring uniform length of staple legs. The staple itself is supported in its entire length on all sides. Thus the staple leg cannot go in any way other than that intended. A feature of the stitcher allows the most difficult of materials to be stitched with the thinnest possible wire and is particularly effective in the stitching of light metal instead of riveting.

The New Jersey multiple head stitcher is made especially for the use of bag manufacturers to eliminate glue or other means of fastening and for large users of bags to provide a quick, strong, economical and sanitary method of closing the top after the bag has been filled. The stitching mechanism is made in a unit so that it may be used in conjunction with filling, conveying and other automatic packaging machinery. The advantages of the machine is the fact that it cuts down stitching time, provides stitching of even spacing and assures neatness in appearance of the container.

### Volumetric Salt Filler

THE accompanying photograph shows a volumetric salt filler operating with a single head capper, both purchased from the Pneumatic Scale Corp., Norfolk Downs, Mass., by the Upjohn Co., of Kalamazoo, Mich.



*Volumetric filler combined with single head capper*

The illustration clearly indicates the process—the bottles being carried along on a conveyor, entering the casing, passing through the machine and emerging on the other side.

### Trade Catalogs

Box Coverings: "Estrella," a new creation in box cover papers, has been announced by Griffith Paper Sales Co., 5356 Chew St., Philadelphia, and introduced recently in a folder which contains an assortment of both brilliant and pastel shades on a gold background.

Box Coverings: Bradner Smith & Co., 333 South Desplaines St., Chicago, has brought out a new line of

box covering papers called "Rubaiyat Ponce" designs. The pleasing color combinations and modernistic design offer opportunity for unusual box fashions. This company has also added another color, green, to its popular Wedge pattern.

Pigment Leaf: H. Griffin & Sons Co., 75 Duane St., New York City, is distributing a Brighten Leaf pigment color chart showing nine different shades. Special colors are made to order. This material is excellent for embossing.

Box Coverings: Folders of three new box covering papers have been distributed by Hampden Glazed Paper & Card Co., Holyoke, Mass. They will be known as "Brocolite," which is of high-lustre iridescent qualities, "Floral Lustre," a metallic paper in new designs and "Cambrie," a popular-price paper in modern and floral patterns. Each may be obtained in a wide variety of colors.

Paper Tapes: Japan Paper Co., 109 East 31 St., New York City, has recently issued an announcement of a new line of Japanese paper tying tapes which indicates the exquisite effects which the variety of colors and designs offer for either the plain or fancy wrapped gift or commercial package. Paper tying tapes are now being used extensively for the purpose of enhancing the attractiveness of a wide variety of packages. There are designs and colors for every occasion. These papers are from European and Oriental sources and are recognized as an important aid in promoting the art of the package.

### Sales Appeal in Modern Packaging

THE above title is given to an illustrated booklet, just issued by the Crescent Engraving Co., Kalamazoo, Mich., which stresses the importance of proper packaging in promoting increased sales. Briefly, but completely and directly, this booklet points out the responsibility of the package in conveying to purchasers the impressions of quality, freshness, tastiness and other sales-inviting reactions for the contained products.

Referring to the design of a package the booklet states: "Two viewpoints are necessary in the design of the package. First, the artistic viewpoint: interpreting an idea in an attractive, convincing manner. Second, the sales viewpoint: manipulating the design in a manner that will prompt purchases. Neither viewpoint can be sacrificed in favor of the other. The package must appeal to the pocketbook as well as to the eye. It must be more than just a pleasing picture—it must merchandise the product it contains."

The illustrations, showing reproductions of actual packages with attractive backgrounds, are well selected and serve to bring out the several points mentioned in the text. The booklet is a distinct contribution in condensed form to the cause of packaging and should be read by those interested in improved merchandising of their products.

# BENDIX VELOURS



PLAIN  
VELOUR



LARGE VARIETY  
OF COLORS  
CARRIED IN STOCK  
IN NEW YORK.

EMBOSSED  
VELOUR



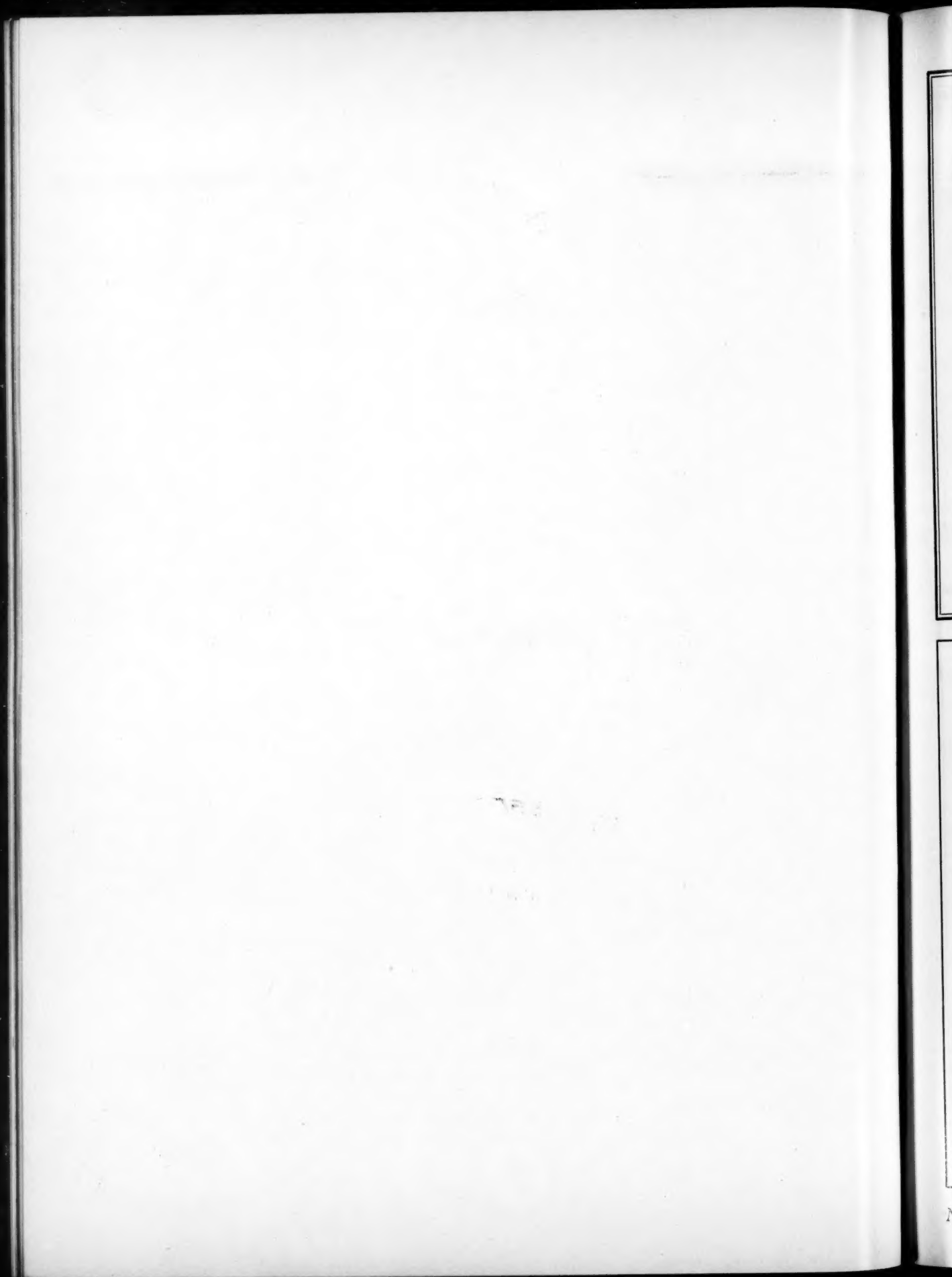
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SUBMITTED  
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SVEDE VELOUR

## BENDIX PAPER CO.

113-119 FOURTH AVE., NEW YORK CITY,  
HEADQUARTERS FOR VELOUR PAPERS.







**T**O THE THIRTY FIVE BILLIONS OF CARTONS USED IN THIS COUNTRY  
LAST YEAR OUR CONTRIBUTION WAS A MATERIAL FACTOR, AND  
OF MANY STYLES AND VARIETIES.

THESE CARTONS ARE OF SUCH ATTRACTIVENESS AND BEAUTY THAT  
THEY ARE NATURAL SALES BUILDERS. ALSO, THEY ARE MANUFACTURED  
TO AN EXTREME DEGREE OF PRECISION, WHICH MEANS THAT  
WASTE IN YOUR PACKAGING MACHINERY IS BROUGHT DOWN TO AN  
IRREDUCIBLE MINIMUM.

**FORT ORANGE PAPER COMPANY**  
CASTLETON-ON-HUDSON, N. Y.

NEW YORK

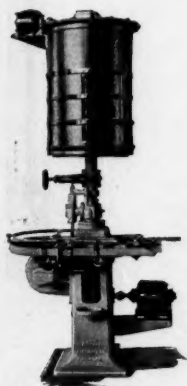


BOSTON

# Special Filling Problems

*solved by*

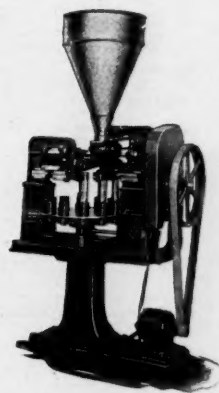
# STOKES



Especially designed to package liquids or semi-liquids at high temperatures. Particularly suited for paints, oils, greases, syrups, dressings and similar products.



Especially designed to fill pint size tubes. Buyer reported it "put business on a paying basis at once."



Consult us if you have a product to package in tube, jar, or can.

**FJS STOKES MACHINE COMPANY**

*Tube, Jar and Powder Filling Equipment since 1895*

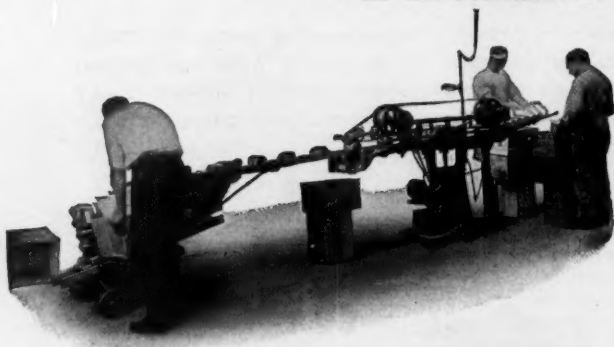
5970 Tabor Road

Olney P. O.

Philadelphia, Pa.

# FIBRE TIN GLASS

FIBRE, tin or glass—with ears or without—as long as the container is round and it rolls, the Burt Labeler will handle your labeling problem—at lower costs—with more speed—with greater accuracy than you can conceive—it is a treat to watch these machines spew forth perfectly labeled containers—as they should be labeled perfectly—then cased by a Burt Caser.



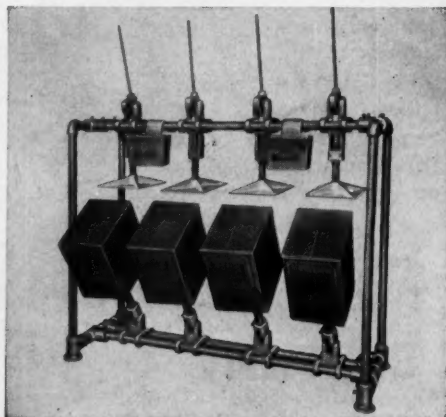
Labeler will handle your labeling problem—at lower costs—with more speed—with greater accuracy than you can conceive—it is a treat to watch these machines spew forth perfectly labeled containers—as they should be labeled perfectly—then cased by a Burt Caser.

## BURT MACHINE COMPANY

Main Office and Plant, BALTIMORE, MD.

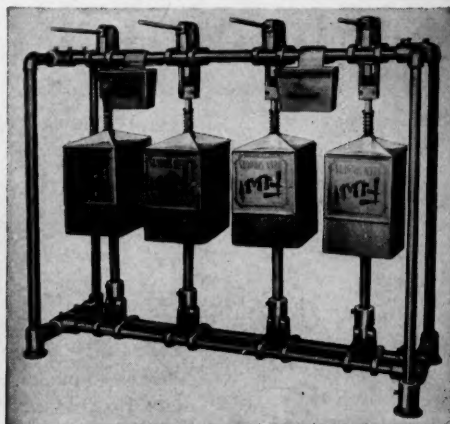
### Solving the Problem in the Shipping Room—

No company can afford to be without this wonderful labor saving machine regardless of how small or how large his production may be. There is a Harmon Sealer that will answer his requirements.



After container has been sealed

Leased on  
Yearly  
Rental  
Basis—or  
Sold  
Outright



Pressure evenly applied on surface

- 1—Metal Construction throughout.
- 2—Simple! Rigid! Foolproof!
- 3—Requires no skilled labor to operate.
- 4—Applies an equal amount of pressure on all sealing surfaces of your container.
- 5—Shipping container carries better in transit.

Write Today for Particulars

**HARMON SEALER, Inc.**

4017-19 W. Lake St.

Chicago, Ill.







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c.  
m.

aging

C

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TH



# Christmas Packages

**B**IG packages, small packages, square packages, round packages, long packages, short packages, fat packages, thin packages; all competing for the Christmas dollar, an imposing array on the dealers' shelves. ¶ Let Washington Brilliant Green, one of the Made in America Box Covers, move your packages from the dealers' shelves and the Christmas dollars to your pocket.

*Sample Book will be gladly sent upon request*

**DISTRICT  
PAPER MAN  
C O M**

New York Office  
41 PARK ROW



Mills and General Offices  
WASHINGTON, D. C.

**COLUMBIA  
UFACTURING  
P A N Y**

Chicago Office  
CHICAGO MERCANTILE EXCH.

THE MOST COLORFUL PAPER MILL IN AMERICA

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# Christmas Packages

For the Christmas season, we have prepared a special package of gifts for you. This package contains a variety of items, including a beautiful Christmas tree, a set of Christmas cards, a box of Christmas candy, and a box of Christmas stockings. This package is perfect for the Christmas season and is a great way to show your love and appreciation for your family and friends.

WATKINS  
COLLIER



WATKINS COLLEGE

**CARTON  
SEALER  
and  
WEIGHER**

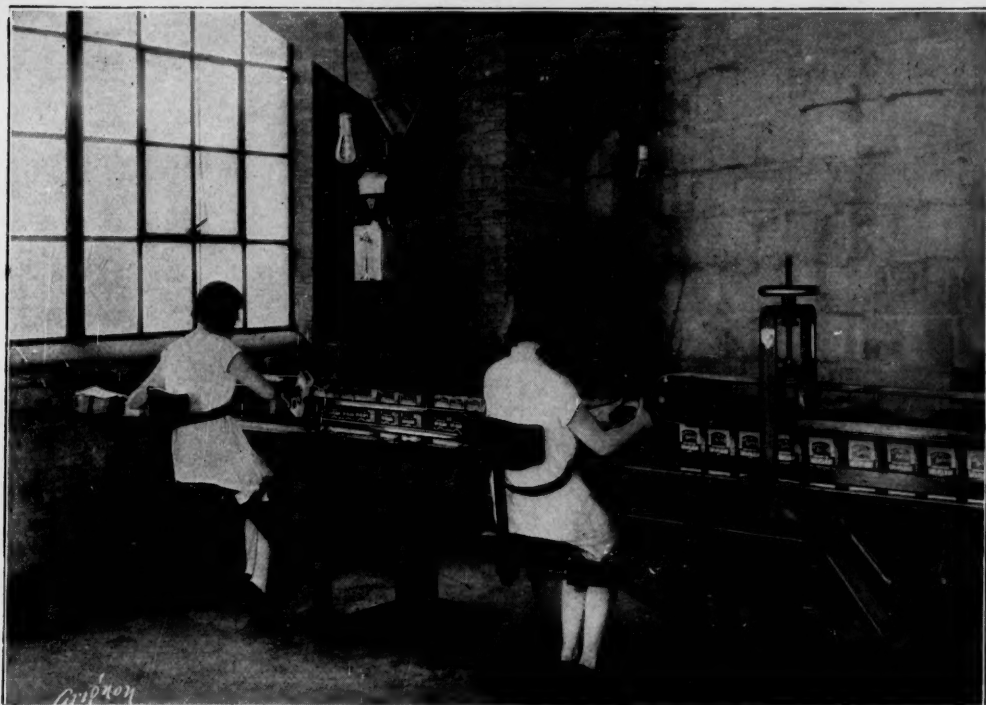
**ABSOLUTE  
SIMPLICITY**

**IN  
DESIGN  
AND  
OPERATION**

**25 Packages  
Per Minute  
All Size  
Cartons**

**INEXPENSIVE**

*Further  
Particulars  
Gladly  
Furnished*



*Triangle Class SA Top and Bottom Carton Sealer with Class SB Automatic Weigher  
Weighing, Filling and Sealing*

**TRIANGLE PACKAGE MACHINERY CO.**

39 Cortlandt St., New York

416-420 W. Huron St., Chicago

443 So. San Pedro St., Los Angeles

*Is your Package  
a Silent Salesman?*

**U.S.  
LABELS  
AND CARTONS**

**WILL HELP SELL YOUR PRODUCT**

*"Let us be your Package Counsellors"*

**ABOUT BRAND NAMES**

*It is unsafe to adopt a new brand name without first making a  
thorough investigation to ascertain whether the name is already in  
use. Consult our Trade Mark Bureau. The service is free.*

**The United States Printing & Lithograph Co.**

**CINCINNATI**  
110 Beech St.

**BROOKLYN**  
101 N. 3rd St.

**BALTIMORE**  
28 Covington



# DIRTY FINGERS MAKE



# DIRTY PACKAGES

Paste your labels with the *Potdevin Labeler*—each one will have the proper thin film—no paste spread at edges, no lumps, no blisters or wrinkles.

Paste coating accurately controlled.



Cartons, bottles, boxes, fibre cans, mailing tubes, envelopes, etc., are labeled rapidly and safely.

Practical when packing groceries, paint, chemicals, textiles, cosmetics, extracts and other products in neatly labeled containers.

30% increase in labeling output as workers devote all time to attach labels.

For **PACKING, MAILING, SHIPPING**

MAIL COUPON for FREE TRIAL without obligation

Potdevin Machine Co., 1228-38th St., Brooklyn, N. Y.

Please send a pasting machine for 10 days' free trial. We will pay for it 2%—10: net 30, otherwise return it express prepaid. Also send free sample of paste.

- ☐ 6" wide Paster, hand driven.....\$25.00
- ☐ 6" wide Paster, with motor complete.....\$50.00
- ☐ 12" wide Paster, with motor complete.....\$100.00

IMPORTANT: State current & volts for motor

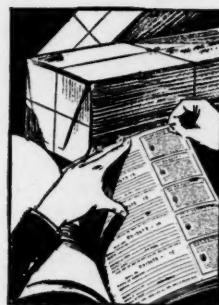
☐ A.C. ☐ D.C. ☐ 110 V. ☐ 220 V.

Name.....

Address.....

City..... State.....

# Assure "quick adjustments" in Parcel Insurance



BY enclosing a North America Insurance coupon in each Parcel Post package you economically assure prompt adjustment in case of loss through theft, damage or destruction in transit . . . You prevent "red tape" delays, save time and effort.

Any North America Agent can explain this inexpensive and dependable protection, or send the attached coupon for full information.

North America Agents are listed in the Insurance section of Bell classified telephone directories under "INSURANCE COMPANY OF NORTH AMERICA."

# the North America "The Oldest American Fire and Marine Insurance Company" way

Founded 1792

Insurance Company of North America  
Sixteenth Street at the Parkway  
Philadelphia, Pa., Dept. (MP-11)

Name.....

Street.....

City..... State.....

Wants information on Parcel Post Insurance



# Tuttle BOX COVERINGS, ENVELOPE LININGS, AND WRAPPINGS

have a beauty and snap all their own.

Hundreds of interesting designs beautifully printed in from 1 to 5 colors by the famous Tuttle multicolor process gives you a wide line to choose from.

The Box Coverings may be had from the Chas. W. Williams Co., 303 La Fayette St., New York City.

Special designs in box covering and special and standard designs in linings and wrappings may be had direct from the mill.

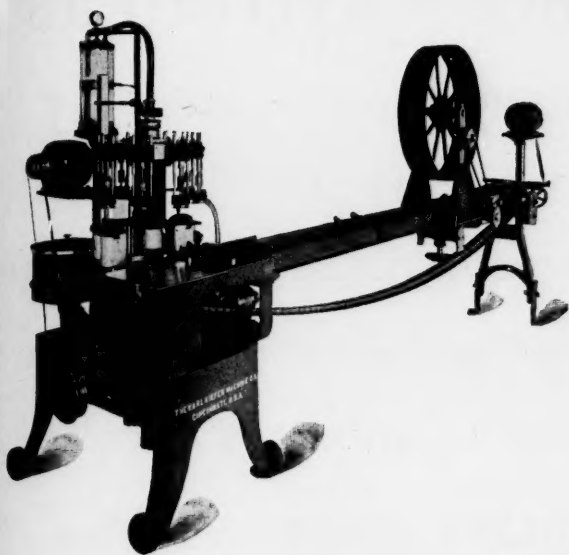
Look into this line before ordering. We'll gladly send you samples.

*The Tuttle*  *Press Co.*  
APPLETON WISCONSIN









## The Kiefer 8-Stem

Automatic Rotary Vacuum Filling Machine

**T**HIS is the special model of the famous Kiefer Automatic Rotary Vacuum Filling Machine—of which over 150 are now used.

Its price makes it a profitable investment for the bottler with an output of 100 gross a day—profitable, because it brings to him the same advantages large bottlers secure with our 24, 18 and 12 stem size machines.

**AUTOMATIC**—Requires only the feeding of the bottles.

**ROTARY**—Fast, positive, efficient operation.

**VACUUM**—Neat, accurate bottling. No filling of bad bottles. No waste of product.

Fills light and heavy liquids of all kinds.

Conveniently handles a wide variety of bottles.

Write for catalog.

## The Karl Kiefer Machine Co.

CINCINNATI, OHIO

London Office: C. S. DuMont, Windsor House, Victoria St., Westminster, S. W. I.

## WHERE DOES IT GO?

... the quality you are so careful to put into that product of yours?

Is it still there when sold?

Foil will keep your goods in fresh-from-the-factory condition. One of the following items solves nearly every package-sales problem:

*Master Metal Aluminum Foil*

*Master Metal Cartons*

*Master Metal Tite-wraps*

*Unifoil Box Wraps*

*Master Metal Signs*

*Metalkraft Lining Paper*

Our Research Staff  
will gladly investigate  
your packaging prob-  
lem—no obligation



THE METAL SHIELD  
OF PROTECTION

### REYNOLDS METALS COMPANY, INC.

GENERAL OFFICE - - - LOUISVILLE, KY.

212 Fifth Ave.  
New York City

345 Ninth St.  
San Francisco

# FOIL SEALS IN QUALITY



## USE BLISS STITCHERS

IF you want to stitch faster

IF you value dependability

IF you would stitch at lowest cost

IF quick adjustment appeals to you

IF low maintenance is of interest

### **H. R. BLISS COMPANY, Inc.**

*Manufacturers of Wire Stitching and Adhesive Sealing Machinery  
for Fibre Containers*

NIAGARA FALLS, N. Y.

50 Church St., NEW YORK

Transportation Bldg., CHICAGO

Harry W. Brintnall Co., SAN FRANCISCO, CAL.

BOSTON - NEW YORK  
PHILADELPHIA



TRADE

MARK

CHICAGO - ST. LOUIS  
CLEVELAND

# Cartons

"MADE TO GIVE COMPLETE SATISFACTION"

BY

**THE RICHARDSON COMPANY**

PAPER MANUFACTURERS SINCE 1868

LOCKLAND, CINCINNATI, OHIO

**You Can Count  
your dollars  
You Must Weigh  
your merchandise  
...Accurate Scales  
are essential to profit**



**M**ERCHANDISE is money . . . . And though it is not so negotiable as coin itself, your merchandise must be treated as though it were dollars.

Dollars can be readily counted but merchandise must be weighed. Scales therefore must ideally be as accurate as your adding machines if your wealth is not to be wasted.

Don't GIVE away valuable merchandise in the form of overweight packages! You wouldn't throw in a few pennies for good measure with your purchases. Why throw in quarter ounces when you make a sale?

Use "EXACT WEIGHT" Scales, the precision-weighing appliances that eliminate over-weight while actually increasing packing speed.

*May we send interesting information regarding*

## **"EXACT WEIGHT" SCALES**

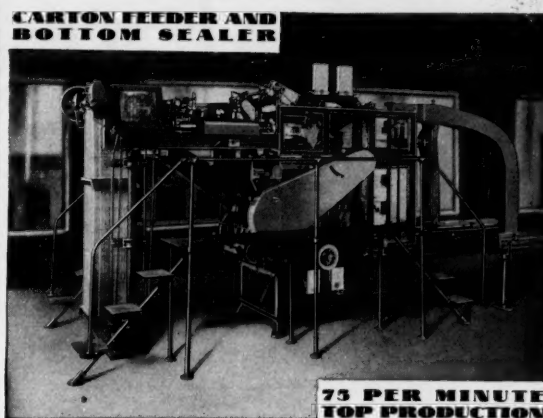
*Manufactured by*

**THE EXACT WEIGHT SCALE CO.**

(Formerly the Smith Scale Co.)

1310 W. Spring St. Columbus, Ohio

**CARTON FEEDER AND  
BOTTOM SEALER**



**75 PER MINUTE  
TOP PRODUCTION**

*JOHNSON Automatic CARTON Feeder and Bottom Sealer. Now available in productive capacities from 30 to 75 packages per minute.*

### **Continuous, Automatic and Positive Packaging!**

#### **A Complete Line of Greater-Capacity Machines**

JOHNSON now offers manufacturers greater economies in packaging equipment. Cartons in the flat, without side seam glued, may now be fed automatically, the side seam glued, bottom sealed, lined, filled, weighed, and wax-wrapped—all on the JOHNSON Greater-Capacity PACKAGING MACHINES at a speed of 75 per minute, with no operators required and a marked saving in cost of cartons.

Special conditions, your specific package—these require the individual counsel of a JOHNSON Packaging Engineer. Ask him in, without obligation. Let him show you how economies may be effected in floor space and production cost (both labor and material) by progressive in-line packaging.

*The coupon will bring this man—or a catalog.*

#### **JOHNSON AUTOMATIC SEALER CO.**

Battle Creek,

New York, 30 Church St.

Michigan, U. S. A.

Chicago, 228 N. LaSalle St.

**JOHNSON**  
AUTOMATIC PACKAGING MACHINERY

Scales; Bot-  
tom and Top  
Sealing, Lin-  
ing Ma-  
chines; Wrap-  
pers (Wax  
& Glassine)

*Mail Today*

M.P.

JOHNSON AUTOMATIC SEALER CO.,  
Battle Creek, Mich.

- ☐ Without obligation, please send experienced Packaging Engineer.  
☐ Send Catalog.

Name.....

Address.....

City.....

State.....



# Findley's

## CONTAINER SEALING GLUE

A quick-setting and quick-drying vegetable sealing glue possessing extraordinary penetration and stick. Bound to give satisfaction for hand sealing of fibre or corrugated boxes, or for automatic equipment. Will not stain or discolor materials with which it comes into contact. Does not require steaming or cleaning glue pots after each day's operation, as it does not crystallize or harden in machines or on rollers. Not caustic, so does not hurt hands of workers.

*Write for details, prices and sample.*

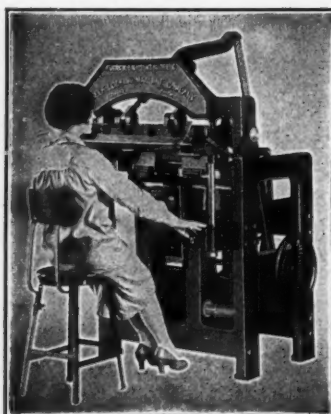
**The F. G. Findley Company**  
Adhesive Manufacturers Milwaukee, Wis.

*Specify*

*Gaylord  
Liners*

WHEN ORDERING  
**CORRUGATED OR SOLID FIBRE  
BOXES**

**ROBERT GAYLORD, INC.**  
GENERAL OFFICES ~ SAINT LOUIS



### The Improved Evers Box Machine For Making Two-Piece Glued End Telescope Boxes from Creased Blanks **BETTER BOXES—LOWER COST**

CAPACITY 200 COMPLETE BOXES PER HOUR

Ranging in size from 1' width by  $\frac{3}{4}$ " depth by 3' length to 24' width by 6" depth by 30' length. Changes made in a few minutes. Board up to .060 used.

This machine cuts costs and produces *better* boxes.

Manufactured only by

**PARTITION MACHINERY, INC.**

Formerly Self Locking Machine Co.

Section A, —569-589 East Illinois St.

**CHICAGO**

Cable Address: SELF-LOCK, CHICAGO

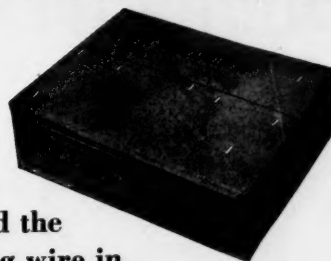
**M**ANUFACTURER of *Automatic Paper Box Machines* which produce the complete box from the roll or blank, printed or plain. We also make *Blanking* and *Partition Machines*.

Submit sample of any box you use in quantities, and we will advise price and delivery of machinery best suited for your requirements.

**I N M A N**  
**MANUFACTURING CO., INC.**  
**AMSTERDAM, N. Y.**

**For  
 Fibre  
 Boxes—**

many large  
 shippers find the  
 ideal stapling wire in



**ACME**  
*Silverstitch*  
 REG. U. S. PAT. OFF.  
**THE GALVANIZED  
 STAPLING WIRE**

SILVERSTITCH is made by an entirely new and exclusive process which permits of greater accuracy in temper, width and thickness. It obtains maximum service from your stitching machine, at minimum wear on stitchers. Wound in one-piece, five and ten-pound coils. Galvanized, it resists rust much better than the ordinary copper wash finish. Write for free sample coil—test SILVERSTITCH to prove its value!

**ACME STEEL COMPANY**  
 2840 Archer Avenue, Chicago

*Now Open  
 in New York  
 The HOTEL*  
**GOVERNOR  
 CLINTON**

OPPOSITE PENNSYLVANIA R. R. STATION

New York's new hotel truly expressive of the greatest city. 1200 pleasant rooms each with Servidor, bath, circulating ice water and radio provisions.

**Rooms  
 from  
 \$3.00**

General Manager  
**E. C. KILL,**



**31<sup>ST</sup> STREET**

**7<sup>TH</sup> AVENUE**



**FIBRE CANS**  
*of Every Description*

Here is one place where you can get a quality product, plus real service, at the same cost you would expend on a mediocre product.

We manufacture fibre cans—square, round, oblong, with tin tops and bottoms and also complete with labels.

Leaders in industry use our cans exclusively. May we quote you on your requirements?

*Ask for samples and prices*

**R. C. CAN CO.**  
 121 CHAMBERS ST. ST. LOUIS, MO.

## The image shows the front cover of a dark, textured book titled "PACKAGING CATALOG". The title is printed in a large, bold, serif font within a light-colored, horizontally-oriented rectangular label that has a slightly distressed or weathered appearance. Below the title, the publisher's name "BRESKIN &amp; CHARLTON PUBLISHING CORP." is printed in a smaller, clean, sans-serif font. At the bottom center, the year "1930" is displayed in a large, bold, serif font inside a light-colored rectangular box. The book is shown at an angle, revealing its thickness and the spine on the left. The spine also features the title "PACKAGING CATALOG" printed vertically. The overall image is in black and white, with some visible wear and tear on the cover.

# "NATIONAL"

## PACKAGING MACHINERY

*b. dates, lines, weights & fills, seals, wraps & hermetically seals cartons*

### Packs Cans, Forms Paper Boxes, Tapered Pails, Display Containers, etc.

	Ash for Leader No.	Package Limits	Maximum	Rated Speed per Minute	Motor (H.P.) Required	Operator Required
Lightweight		Minimum	5½ x 9¼ x 16 (A)	20 to 60	1	1 (C)
Forming Machine	1	¾ x 1 x 1½	(B) 14 x 6½	25 to 35	1	1 (C)
Forming Machine	1	½ x 1½ x 1	None	20 to 30	None	1
Weighing Machine	2	None	None	15 to 35	⅓ & ½	Not
Type	2	None	3½ x 6 x (D)	25 to 35	⅓ & ½	Not
Automatic Power Type	2	¾ x 1½ x 2				
Automatic Power Type	2	¾ x 1½ x 2				

### ADAPTABILITY IS OUR KEYNOTE

"d Bond"			5 x 5 x 14	10 to 30	½	
Weighing Machine (F)	5	¾ x 1 x 1	5 x 5 x 14	10 to 50	¾	1
H MC	5	¾ x 1 x 1	3½ x 5 x 10	25 to 35	1	
Mel MH	5	¾ x 1 x 1	3½ x 5 x 10	50 to 70	1	
Mel ML	5	¾ x 1 x 1	3½ x 5 x 10	25 to 35	1 to 1½	
Mel MK	5	¾ x 1 x 1	3½ x 5 x 10	50 to 100		
Mel MN	5	¾ x 1 x b	3½ x 5 x 10	20 to 40	2	
Model MN	5	¾ x 1 x 1	3½ x 5 x 8	30 to 60	2	
Improved Johnson	3	¾ x 1½ x 3	3 x 5 x 7	25 to 35	1	
Bottom Sealing Machine	3	¾ x 1½ x 3	3 x 5 x 7	50 to 60	1	
Top Sealing Machine	3	¾ x 1½ x 3	3 x 5 x 7	25 to 35	1	
Top Combined Sealing Machine	3	1 x 2 x 3	4 x 6½ x 11½ (E)	30 & 60		
Liner Machine	6	½ x 1 x 2				

Wax Wrapping Machine

References: (A) No two in same box. (B) Capacities ½ lb. each stated, can usually be arranged for when required. (C) Part time only. (D) No limit. (E) Two operators optional. (F) Capacities ½ lb. each, once in 5 pounds. (G) Two operators optional. (H) Two dimension are combined in the same machine.

Tonnage  
 Top Sealing Machine 3  $1 \frac{1}{2} \times 2 \times 2$  4 operators  
 Combined Sealing Machine 3  $\frac{1}{2} \times 1 \times 2$  (C) Part time only.  
 Lining Machine 6 (B) Conditional. (G) Two operators optional.  
 Wax Wrapping Machine 3  
 References: (A) No two in same box. (B) Conditional. (C) Part time only.  
 (D) Capacity 1/2 ounce to 5 pounds. (E) Two operators optional.  
 Special Limits, smaller or larger than those stated, can usually be arranged for when required. One machine.  
 Operations are seldom satisfactory when a minimum and a maximum size of package are handled on one machine.  
 Operations are rarely practical when a minimum and a maximum dimension are combined in the same package.

The "Brightwood" box, carton and pallet former has an unfailing automatic feed built right into it, which takes up no additional floor space and costs nothing extra.

Universal "Brightwood" three-process box blanks

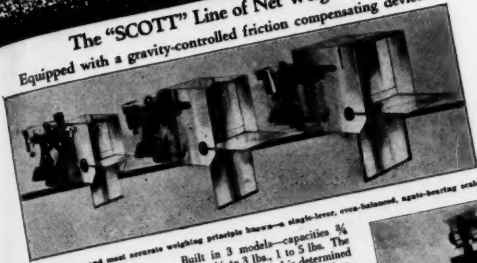
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No

# —THE 1930 PACKAGING CATALOG

## The "SCOTT" Line of Net Weighers

Equipped with a gravity-controlled friction compensating device



The simplest and most accurate weighing principle known—a slugs-lever, even-balanced, zero-bearing scale

Built in 3 models—capacity  $\frac{3}{4}$  to 8 cu. ft. to 3 lbs., 1 to 5 lbs. The size of the "Scott" used is determined by the range of weights to be handled.

The price of the gravity "Scott" has never been changed. Many of these weighers have given continuous service for twenty years.

Any "Scott" may be embodied in our standardized 30- and 60-per-minute package handling and setting units. These are of both rotary and straight line type, arranged with many optional conveyor directions.

Three types of power agitator, interchangeable with the gravity feeding attachment, are here shown:

Type FE measures the bulk of the load and dribbles the finishing stream, thus increasing production without sacrificing accuracy.

Type FH preserves fragile materials, such as small crackers, in unbroken condition, and will not separate mixtures, such as whole pickling spice.

Type FJ forces sticky powders, such as pulverized coffee, in a fine, steady stream—without which accurate weighing is impossible.

Any of these semi-automatic power weighers may be mounted portably to serve a series of storage and supply hoppers, grouped in a straight line or radially about a common center, if preferred.

(Continued on Next Page)



No power required in free flowing materials



Model A with FE feeder handling "Pickles" - Spices



Model C with FE feeder on "Granville House" Coffee

Packaging Catalog



60-per-minute full automatic on "La Trinité" Coffee



Model C with FE feeder

**A**N ACKNOWLEDGED NECESSITY in the PACKAGING Industries. The only authoritative and complete reference book.

## FACTS

1. The use of the "right copy" in the Packaging Catalog is of vital importance. It should be designed strictly along catalog lines, giving as much detailed information on your products as is possible.
2. The Packaging Catalog is not only read and studied at the time of issue but is kept for reference purposes throughout the entire year.
3. The Packaging Catalog supplements the work of Modern Packaging which is issued monthly and is devoted to the current activities, whereas the Packaging Catalog presents statistics of the industry, standard practices and methods, a complete buyer's directory, and other valuable information which is referred to constantly throughout the entire year.
4. The Packaging Catalog therefore supplements the monthly issues of Modern Packaging, for it presents in condensed form a complete story of the manufacturer's products, thereby enabling the prospective purchaser to visualize the entire line of products made by that manufacturer.
5. Copy in the Packaging Catalog should be used to present all these points or all these products in a complete way.
6. Forms close December 2. Make your space reservation now.

The above advertisement is a splendid example of the "right copy" to be used in the PACKAGING CATALOG.

11 PARK PLACE, NEW YORK, N. Y.  
Chicago, Ill.

November, 1929



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Each WIRZ Tube a Package in Itself  
 Sparkling Colors-Fast Inks-Clean Lithography  
 Mechanical Uniformity

**A·H·WIRZ, Inc.**  
**CHESTER, PA.**

NEW YORK OFFICE  
 CARBIDE & CARBON BLDG  
 30 EAST 42ND STREET

CALIFORNIA OFFICE  
 1231 E 7TH STREET  
 LOS ANGELES

CHICAGO OFFICE  
 RAILROAD EXCHANGE BLDG.  
 JACKSON & MICHIGAN



Fibre packages by Canco

## Be modern but be practical

**T**HERE'S an old saying, "Keep your eyes on the stars, but your feet on the ground."

Get people to notice—and remember—your packages. But make that memory a favorable one.

There have been more harsh words hissed over containers — when those containers weren't practical—than over almost anything in the world.

The care, the research, the technical skill, of

the American Can Company's experts can guarantee your securing a container for your product which is not only modern—but practical. Canco can save you many costly mistakes, wasted years. Impartially, Canco will recommend to you the proper type of container with the proper type of top. Canco makes every kind—metal or fibre.

This service is yours for the asking. Write for one of our representatives to call.

### AMERICAN CAN COMPANY

CONTAINERS OF TIN PLATE - BLACK IRON - GALVANIZED IRON - FIBRE

METAL SIGNS AND

DISPLAY FIXTURES

New York  
New York Central Building



Chicago  
104 So. Michigan Avenue

San Francisco, 111 Sutter Street

